

# Massey

The magazine for alumni and friends of Massey University | Issue 29 | June 2012

## London calling

The golden dreams of our student athletes

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+ building literacy + caring for oiled wildlife  
+ the ultimate home brewery  
+ the Longburn meatworks remembered

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 **MASSEY**  
UNIVERSITY  
TE KUNENGA KI PŪREHUROA  
UNIVERSITY OF NEW ZEALAND

THE ENGINE  
OF THE **NEW**  
NEW ZEALAND





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K1 kayaker Lisa Carrington and swimmer Amaka Gessler are among a huge squad of Massey students competing for gold in the London Olympics this year. We catch up with Massey's student athletes.

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Dr Heather Kavan has observed at first hand the qualities that successful cult leaders cultivate. Here is what you need to know.

Erratum: In the May 2011 issue of *Massey*, it was stated that Ann Gluckman was the first woman principal of a New Zealand state co-educational school. A reader has pointed out that the first such principal was, in fact, Joan McKenzie, who was appointed to Mana College in Porirua in the late 1960s.

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Cover image: Lisa Carrington poses for a photo during the 2012 Canoe Sprint Championships at Blue Lake on 19 February 2012 in Rotorua. (Photo by Hannah Johnston/Getty Images)

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UNIVERSITY OF NEW ZEALAND





The last time *Massey* arrived in mailboxes, in May of 2011, New Zealand was still very much in shock. Three months earlier, on 22 February, a major earthquake had struck Christchurch, inflicting extensive damage, loss of life and a trail of economic, environmental and psychological consequences that are still with us and will continue to be with us well into the future.

Christchurch's disaster was a national tragedy. One way or other, every New Zealander shared in the city's misfortunes. Massey, a university profoundly embedded in the life of this nation, was certainly intimately connected. In the aftermath of the quake, as the aftershocks continued, Massey fielded emergency management specialists and a veterinary search and rescue team, and attended to the learning support and counselling needs of its 900-plus Christchurch distance-learning students.

Even now, the staff of the Massey/GNS Science Joint Centre for Disaster Research remain at work in Christchurch, gathering evidence and advising communities how to become more resilient. There will be other civil emergencies; it is important that the right lessons are taken and applied and that appropriately qualified emergency management staff are to hand.

The earthquake would not be the only instance where time and chance played their hand. On 5 October the container vessel *Rena*

ran aground on Astrolabe Reef off the coast of Tauranga, unleashing the worst environmental maritime disaster in our history. As the stricken vessel began to spill its bunker oil, hundreds of pitifully distressed, oil-soaked birds began appearing on the foreshore – and, again, Massey was there.

Shortly after the grounding, the National Oiled Wildlife Response Team, headed by Massey's Dr Brett Gartrell and largely made up of staff from Massey's Institute of Veterinary, Animal and Biomedical Sciences, was being readied, and within 48 hours the equivalent of a wildlife MASH unit was materialising on Tauranga's foreshore – where it would continue working well into 2012.

I cannot say enough in praise of the staff and volunteers – some of whom you will meet in this magazine – who put in long hours with great professionalism. Yes, there were moments when the television cameras were present and the good and great came visiting, but for the most part their work was a smelly and unglamorous round of feeding and cleaning up after reluctantly captive birds.

But the year was not one of unrelieved calamity. One bright spot, of course, was the Rugby World Cup (RWC), with its best of all possible conclusions and which, of course, had its share of Massey connections, one being Kit McConnell, Head of the RWC, another All Blacks coach Sir Graham Henry, who truly earned his place among the pantheon of rugby greats.

So it was with great pleasure at the 2012 Massey Defining Excellence Awards that on behalf of the university I formally recognised Sir Graham for his contribution to rugby and teaching by presenting him with Massey's most sought-after alumni award, the Sir Geoffrey Peren Medal. He was not the only remarkable individual whose achievements we celebrated that night. We also recognised the achievements of alumni Sue Suckling, Stephen Jennings (in absentia), Dennis Oliver and Luke Di Somma and of a stellar array of teachers and researchers.

Sir Graham's award was a reminder that Massey's commitment to excellence across all realms

encompasses sport. We are a university that teaches sport and exercise science, offers a range of sports facilities, and maintains a uniquely flexible learning environment that allows sportspeople to travel and compete while working towards university-level qualifications. Small wonder then that in 2011 Massey became the first New Zealand university to sign up to the 'Athlete Friendly Tertiary Network' set up by the New Zealand Academy of Sport, or that at the 2012 World University Games in China Massey student athletes were responsible for half of all medals won by the New Zealand team.

Good things are to happen in the year ahead. In Wellington, the College of Creative Arts will open its new building, enabling it to attract more postgraduate students to New Zealand's premier school of design. On the Manawātū campus, work will begin on seismic strengthening and refurbishing the venerable and much-loved Sir Geoffrey Peren Building (formerly Main Building) and Refectory. Also on the Manawātū campus, the turning of the sod will take place for the building that will house the College of Education, which is both relocating from its Hokowhitu site and beginning the process of phasing out the provision of undergraduate degrees in favour of the sort of far-sighted postgraduate education provision that constitutes the future of professional teacher development. And work will commence on a \$75 million expansion and upgrading of the buildings and facilities for New Zealand's only veterinary school. All of this I look forward to.

But if you would like to mark a fast-approaching day in your calendar to celebrate the achievements of the Massey community, let me suggest 27 July when, nation by nation, flags flying, the teams will troop into the London Olympic Stadium.

Look for the Massey members of the New Zealand team. Our contingent includes student rowers, swimmers, cyclists, hockey players, a single sailor and the team sports psychologist Professor Gary Hermansson.

Cheer them on.

Steve Maharey,  
**Vice-Chancellor**

# London calling

London is calling for a large squad of Massey's student Olympians, who will give their all to be on top of the world, writes Kelly Burns.



Penelope Marshall, Natasha Hind and Amaka Gessler.

A broken elbow nearly spelled the end of Amaka Gessler's Olympic dreams. But this steely swimmer and Massey psychology student refused to give up. And later this year, Gessler will compete for gold in London, part of a formidable squad of 28 Massey student athletes within the Kiwi Olympic team.

It could so easily have gone the other way. In November 2011 Gessler was biking to training when, as she crossed a road, her wheel jammed on the kerb. She flew over the handlebars, crashed face-first into the footpath and was knocked unconscious. But when she woke her first thought was that she must get up, and get to training.

Onlookers had called an ambulance, but Gessler shrugged off the fuss and instead asked for a ride to the pool.

Once there, the shock set in. Her face and knee were bloodied, she had chipped a tooth, and her eyes rolled and she shook uncontrollably as a lifeguard cleaned her wounds.

Another ambulance was called and she was taken to hospital, but, ever the optimist, she believed she would be fine.

Twelve hours later a doctor delivered the news with an, "oh-oh".

"As soon as he said 'oh-oh' my stomach lurched. The next day I was due to fly to Arizona for a three-week altitude training camp," Gessler says.

Her right elbow was fractured and ligaments in her left wrist damaged. "It was one of the worst feelings ever. I thought my Olympic dream was over."

But the 22-year-old, who won a silver and bronze medal at the

Delhi Commonwealth Games in the 200-metre and 100-metre relays, was spurred on by her coach. Bluntly she was informed that she had that day to feel sorry for herself, and the next she had to move on.

So she did. While her teammates were in the United States, she pushed herself at the gym until she could get back in the pool. "They literally had to hold me back," she says.

Gessler also used what she had been taught to speed up her recovery. "I used mental imagery and visualisation to help. It was a way to make me mentally stronger."

In March she qualified third fastest for the women's 4x200m relay at the Olympic trials.

She was so happy to be London bound that she "jumped for joy" and hugged the first person in sight. Among her relay teammates are fellow Massey students Penelope Marshall and Natasha Hind.

"Our team has so much potential, we're young, we just need to bring it," Gessler says.

Another star on the rise is kayaker Lisa Carrington.

Unranked when she won the K1 200m world title in Hungary last year, Carrington is one of the country's top gold medal contenders.

Carrington, 22, a Māori studies and politics student, will also pair with Erin Taylor in the women's K2 500m event and they're gunning for glory.

"You don't go to the Olympics just to compete," Taylor told *3News*. >>>

## Team players

As of mid-May, with selection still in progress, the following Massey students and alumni were expected to be on the New Zealand Olympic team.



### Rowing

Michael Arms  
Louise Ayling  
Hamish Bond (just graduated)  
Fiona Bourke  
Julia Edward  
Sarah Gray  
Chris Harris  
Eric Murray  
Sean O'Neill  
Anna Reymer  
Rebecca Scown (graduated)  
John Storey  
Peter Taylor  
Storm Uru



### Swimming

Daniel Bell  
Amaka Gessler  
Natasha Hind  
Penelope Marshall  
Hayley Palmer  
Glenn Snyders  
Matthew Stanley



### Cycling

Joanne Kiesanowski  
Jaime Nielsen  
Simon van Velthooven



### Canoe slalom

Michael Dawson (graduated)



### Canoe sprinting

Lisa Carrington



### Field hockey

Kayla Sharland



### Sailing

Jo Aleh



Eric Murray and Hamish Bond.

“We want to go there and we want to do well. We want to be at the front of the field.”

Singled out as the first ‘athlete friendly’ university by the New Zealand Academy of Sport, Massey so far has 26 students/graduates in the Olympic team – more than any other university.

The tally is set to rise as more sports announce their teams closer to the Games.

In the team already is 23-year-old elite track cyclist Simon Van Velthoven. “It’s been a big goal of mine. Achieving it has put a big smile on my face,” he says of making his first Olympic team.

The Palmerston North rider, who is “chipping away” at a Bachelor of Applied Science, will race in the team sprint and keirin event and fancies his chances.

“I’m going to win a medal... I put pressure on myself to win the medal.

I function well under pressure. It’s exciting and I can’t wait.”

On deck to help the athletes in London is Massey lecturer and sports psychologist Gary Hermansson, who at 71 will be at his fourth Olympics.

As the official sports psychologist, he will support the athletes through their highs and lows and help them work on the personal mental strategies they will need to manage the pressures.

“I’ve worked with gold medallists and people who haven’t performed well,” Hermansson says. “If they do well, it changes their life, they become high-profile figures, so there are adjustments. Those who don’t do well, or do disastrously, have adjustments to make too.”

Although London will be his eighth Games – he has been to four Commonwealth Games, the first in 1998 in Kuala Lumpur – he says the buzz and wonderment never wane.

“There’s always excitement, you’re seeing the best the world has to offer. It’s a privilege to be in that environment. It’s very special.” ■



Black Sticks co-captain Kayla Sharland.



Elite track cyclist Simon Van Velthoven.





## Grand designs

Major change is afoot at all three Massey campuses. On the Manawātū campus, \$75 million is to be spent on upgrading and expanding the nation's only veterinary school. The development will help Massey to maintain its place at the forefront of international veterinary scientific research and teaching and to meet the growing demand for qualified veterinarians. The project will be funded over nine years from the university's annual capital expenditure budget.

Across the way, work is ready to begin on a building to house the College of Education, which is relocating from its Hokowhitu site.

Plans are also advancing to restore and seismically strengthen the venerable Sir Geoffrey Peren (formerly Main) Building and

Refectory, currently home to staff from the humanities, social science and business.

During the building work, two temporary villages will house the displaced staff and functions.

The Refectory is scheduled to be reoccupied in mid-2014 and the Sir Geoffrey Peren Building by the beginning of 2015.

Elsewhere on Massey's campuses, builders have been hard at work. On the Albany campus a \$15 million student amenities centre housing student services, dining, shopping, clubs and social activity opened in March 2012, and on the Wellington campus a \$20 million building for the College of Creative Arts, which among other things will cater to growing numbers of international postgraduate students, is to open in June.

The Turitea campus's Main Building and the Refectory were designed in the 1920s by the then New Zealand-based American architect Roy Lippincott, New Zealand's only direct link to the celebrated Chicago School architects Frank Lloyd Wright and Walter Burley Griffin.

The Sir Geoffrey Peren Building, constructed in 1929–31, was the original base of the Massey Agricultural College, and housed science laboratories, lecture theatres, library and office space for staff. In 2010 it was renamed after Massey's first principal. Under a conservation plan developed in 2009 it will be restored largely to its original condition as well as earthquake strengthened.

The Refectory, built at the same time but completed in 1930, was originally the dining hall and lounge for students living on campus, but was later converted to teaching and office space. It will also be returned largely to its original design and a mezzanine floor, built in 1963–64, removed.

Clockwise from top left: Architect's drawing of the proposed \$10 million building (orange roof) to be located between the existing Business Studies Central, at left, and the Refectory; architect's drawing of the overall vet school complex and the proposed extension of the vet tower; the new College of Creative Arts building, Wellington.





### *In memoriam*



“The gyrations of the nucleus are extremely beautiful and it is through their subtle variations that we can learn so much. The real art is to coax the nucleus into a state where it becomes exquisitely sensitive to the molecular property we are trying to understand. That is what NMR [Nuclear Magnetic Resonance] magic is all about.”  
Professor Sir Paul Terence Callaghan, scientist, 2011 New Zealander of the Year, 1947-2012

Sir Paul Callaghan began work at Massey in 1975 as a lecturer in the fledgling Department of Chemistry, Biochemistry and Biophysics after returning from Britain, where he had completed a PhD in low-temperature physics at Oxford. Soon after his arrival, the department purchased an FX-60 Nuclear Magnetic Resonance (NMR) spectrometer, “a piece of equipment about the size of a decent sideboard”, as one of his then colleagues Ken Jolley remembers. Its purpose was purely practical: to identify the products of chemical reactions. Sir Paul, however, had other plans.

He set about adapting the spectrometer to let him study molecular motions, adding custom-built attachments. It was a career-defining moment. During the next 25 years, Sir Paul made the territory of NMR and Magnetic Resonance Imaging (MRI) his own.

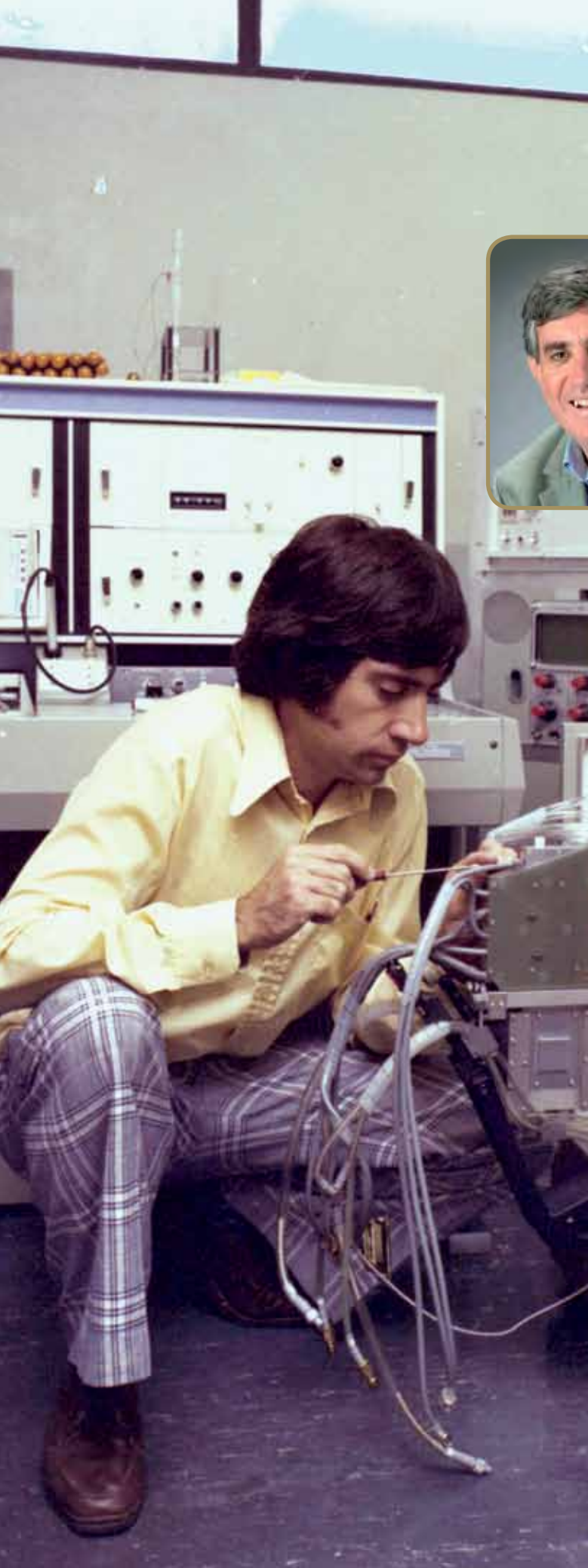
In 2001, Sir Paul left Massey to become Director of the Alan MacDiarmid Institute of Advanced Materials and Nanotechnology based at Victoria University of Wellington.

Three years later, Sir Paul became one of the founders of Magritek, a business established to commercialise the research conducted at Massey and Victoria. A number of Massey alumni became Magritek staff, including Robin Dykstra and Magritek's current CEO Dr Andrew Coy. “MRI & NMR for everyone, everywhere” is Magritek's motto, and it has been highly successful in selling a range of high-tech specialist equipment worldwide. It is a curious domain for New Zealand to assert dominance, but then, as Sir Paul would say, what New Zealand turns out to be good at is really weird stuff.

The Magritek model – achieving a return on high-value intellectual capital rather than relatively low GDP-per-capita activities such as tourism – was one that New Zealand should actively pursue, thought Sir Paul. At presentations around the country, through his book *Wool to Weta*, and by making himself constantly available – even in the last days of terminal cancer – he put forward his vision for how New Zealand can become the highly educated, prosperous, clean and green, inclusive nation it aspires to be.

“Our top technology companies export \$4 billion a year,” he would tell audiences. “We need 10 times that, a goal we are capable of achieving. And to ensure all New Zealanders share in the benefits, every child must have a chance at taking part in this future.”

At left: Paul Callaghan at work in 1977.





# Rise of the machines

First a computer called Deep Blue took on the world chess champion and won. Then a computer called Watson took out the game show *Jeopardy*. But could a robot take on the ultimate challenge and outkick All Black legend and representative of all humankind Andrew Mehrtens at the goalposts? In October of 2011, the matter would be decided.

Albany campus mechatronics lecturer Associate Professor Johan Potgieter was on the side of the robots – or of one robot in particular, Robodan, weighing in at 60 kilograms, powered by compressed air, and finished in gleaming muscle-contoured aluminium. Also on the side of the machines was Woderwick, from Massey's Manawatu campus, and, hailing from the University of Canterbury, an unnamed mechanical kicker.

Robodan's parentage was varied. Under Potgieter's tutelage, three second-year visiting French engineering interns had worked out the kinematics; postgraduate students had built the prototype; and the special touches that gave Robodan his charm – his animatronic torso and his face with moving eyes – came courtesy of Massey product development lecturer and television star 'Dr Robotech', alias Chris Chitty.

The event was to take place in Auckland's Victoria Park. But as the play-off neared, the team had a problem: Robodan had yet to kick a ball over a set of goalposts. They knew he could kick, but not how far or how high.

The morning of the kick-off arrived. Close by, Woderwick was kicking ball after

ball with practised ease. Not so Robodan. Then Ian Savage, the head of the Rugby World Cup's official ball supplier Gilbert offered some advice about angles and boot placement.

"As soon as he told us these things, we got Robodan to kick the ball successfully," says Potgieter. The results? A 5-all Robodan-Mehrtens draw.

As for Woderwick, although he had cleared the goalposts beautifully during the warm-up, he had begun to lose oil and air, and he struggled with accuracy and distance. Nor was Canterbury's team a contender.

Post-Rugby World Cup, Robodan has joined the celebrity circuit, appearing at corporate and robotics events, before he joins the rugby immortals in the Rugby Museum in Palmerston North.

The Mehrtens-versus-the-machines event was held to promote the inaugural Schools' Robotics World Cup held in the Cloud during the Rugby World Cup.

In April 2012, New Zealand robotics teams mentored by Massey University engineers won the VEX Robotics World Championships in the United States for the fourth time running, and Potgieter was inducted into the VEX Hall of Fame as a Volunteer of the Year, as was Massey University for winning the Excellence Award in 2011.

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## Remaking how teachers are taught

From 2013 Massey's College of Education is to begin phasing out teaching three- and four-year undergraduate degrees, moving instead to solely teaching education at the graduate/postgraduate level.

The shift in emphasis accords with the way teachers are increasingly being taught internationally, says College Pro Vice-Chancellor James Chapman.

The move is also in line with Education Minister Hekia Parata's 2012 pre-Budget announcement.

"The advantage of graduate and postgraduate teacher education is that the students come to us already expert in the understanding and application of a specialist discipline – perhaps sociology, psychology, maths, science, technology, the arts or Māori studies – and this is the foundation on which we build.

"Anyone completing the graduate diploma path will have studied for a minimum of four years and they will then undertake two years of professional practice before being fully registered."

Currently around half of all graduates entering primary teaching come through the graduate diploma route, with the figure increasing to over 80 percent for the secondary sector.

"We know that our graduates from our graduate diploma programmes are well-regarded; they have higher completion rates and higher rates of employment and registration than those going through undergraduate programmes."

Chapman believes the change will also lead to many students extending their studies to embrace Master's and doctoral degrees, providing career advancement and advancing the teaching profession.

"I cannot overstate how vital a highly skilled and educated teaching profession is to New Zealand's future."



Above: New Zealand high school robotics teams after winning the VEX Robotics World Championships in Los Angeles.

At right: the mighty Robodan doing what he does best.



## All sorted

### The Classifynder – revolutionising pollen counting

Malcolm Wood writes.



**K**atherine Holt has seen a lot of pollen. During the four years of her PhD investigating past patterns of vegetation in the Chatham Islands, many thousands of grains passed under the lens of her microscope, each one painstakingly magnified, identified and tallied.

How much time did she spend identifying pollen? “Gosh, I have never sat down and thought about it. It’s a bit depressing. I would spend weeks on identification.”

What does pollen look like under the microscope? Amazingly various. “Beech pollen is like a thickened disc, a doughnut without the hole, and around its edge are around eight little slits. Its surface is slightly bumpy. Flax is triangular, with a reticulate pattern on its surface, almost like a honeycomb. I could talk for weeks and weeks about the range of shapes and sizes.”

Nonetheless, tallying pollen counts is essentially scientific hackwork: at once meticulous and skilled, repetitive and mundane. Holt, nowadays a Massey lecturer in physical geography, will be pleased to pass it on.

Her rescuer is a digital microscope imaging, identification and pollen counting system, going under the name of the Classifynder, developed by staff from Massey’s School of Engineering and Advanced Technology led by Emeritus Professor Bob Hodgson.

The Classifynder initiative began as a meeting of minds between Hodgson and Emeritus Professor John Flenley, who is perhaps best known for his work in employing palynology to map the human and ecological history of Easter Island.

“John Flenley looked at how to apply a computer to the problem of pollen classification and I got involved in applying specialist technology to come up with a product,” explains Hodgson.

Now three generations on from its first prototype, the Classifynder is emerging as a commercial product: prototype machines are in use around the world. In Australia, the CSIRO (Commonwealth Scientific and Industrial Research Organisation) held an exhibition of images taken by the Classifynder to celebrate its purchase.

The Classifynder could end up widely adopted. The CSIRO, for example, intends to use it to identify how various insects and invertebrates function as pollinators within natural ecosystems. In biosecurity it can be used to identify the countries of origin of a range of products, notably honey. For allergy sufferers, it can establish airborne pollen counts and source species.

Does Holt wish she had been born just a few years later, so sparing herself all those hours at the microscope?

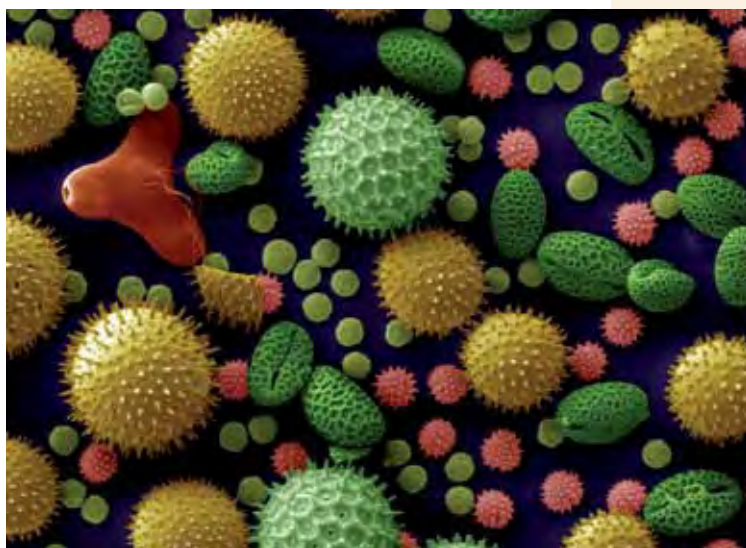
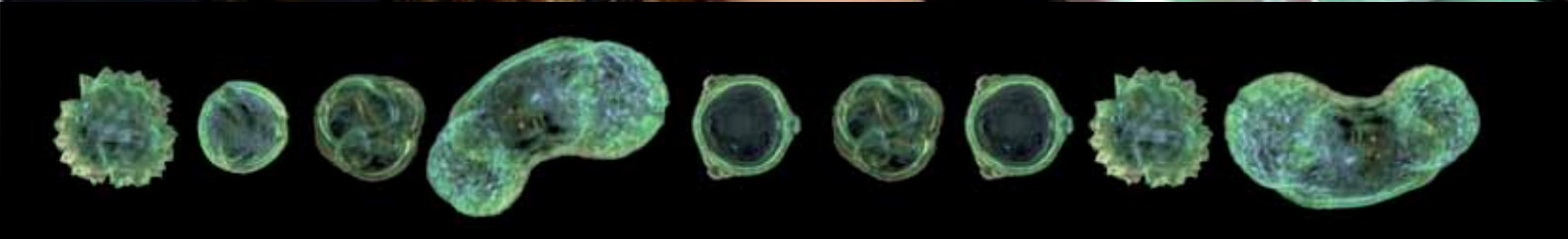
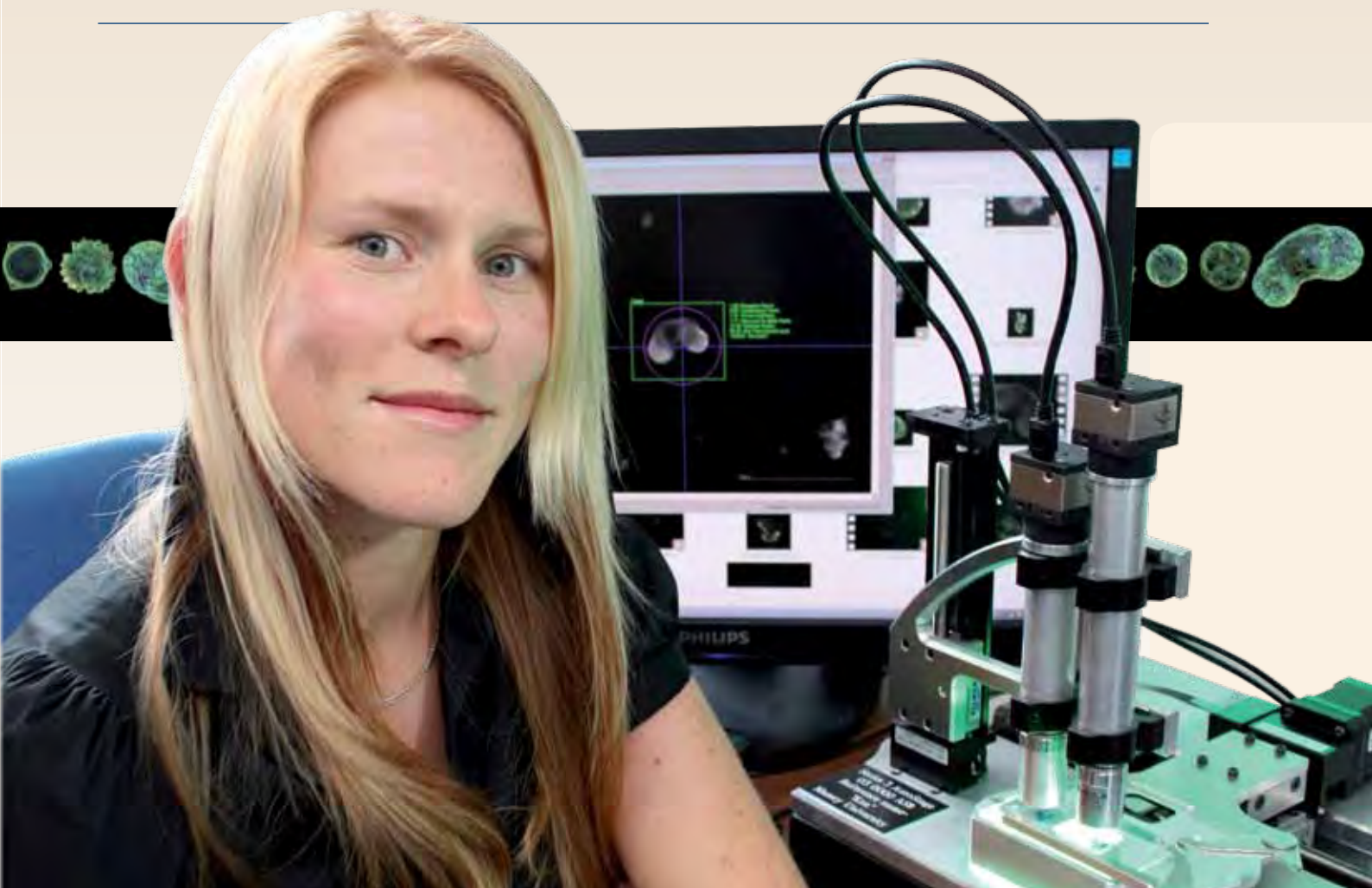
No, for her it has been a privilege to play her part in the development of a new technology. It is the generation that is performing manual pollen counts in the period between the Classifynder’s development and its wider deployment that she feels for.

In any case, she is not done with pollen counts just yet. Every day she returns to the microscope, but now it is to calibrate the accuracy of the Classifynder so that Hodgson and his team can tweak its performance.

“I want to check that it can deal with fossil pollen and broken pollen, things that pose some of the biggest challenges for automated palynology.” ■







At top: Lecturer in physical geography Katherine Holt with the Classifynder and (inset) pollen grains as the Classifynder sees them. At right: Miscellaneous pollen grains (William Crochot, Dartmouth Electron Microscope Facility). Above left: Professor John Flenley. Above right: Professor Bob Hodgson.



In a world of green screen rooms, laser cutters and the latest in computers and software, some places retain an anachronistic charm. The College of Creative Arts' Type Workshop is one. If Gutenberg, the inventor of moveable type, were to be resurrected from his 15th-century grave, he would instantly recognise the technology in use. Here students learn about the art and craft of typography – terms like leading, kerning and letterspacing – and the physicality of printing in a way no computer can match.



①



②



③

① Moveable metal type was introduced by the German watchmaker Johannes Gensfleisch zur Laden zum Gutenberg around 1439 and was in regular use until quite recent times. These days, sets of metal type are more often found among antique store bric-a-brac than in use.

② The wooden type shown here would have been cut using a router, a technology introduced in the 1830s. ③ Today the Type Workshop cuts its wooden typefaces using a computer-guided laser cutter.

Annette O'Sullivan lectures in typography and teaches a contemporary letterpress paper in which students combine digital and traditional technologies, researching their subjects to arrive at the right mix.

This large-format cylinder proofing press – made by T. H. Pullan and Son of Glasgow – is leased from the Wellington Printing Museum. The press is used to print posters from laser-cut or locked-up printing 'formes'.





John Clemens lectures in printmaking and screenprinting and runs such high-tech marvels as the plotter cutter used to cut vinyl stencils and the laser cutter used to custom produce wooden type.

Wooden type locked up into a metal frame known as a 'chase' ready for inking and printing. In this case, the paper is placed over the top of the forme – the filled chase – which is then positioned under the press ready for printing.

The Albion press, originally designed and manufactured in London by Richard Whittaker Cope, was manufactured from 1820 until well into the 1930s. The date of this model is unknown. Its mechanism resembles that of Gutenberg's original press, which was itself modelled on that of a wine press. Like the cylinder press to the left, the Albion is on loan from the Printing Museum.





# 12

## SECRETS OF CULT LEADERS

Redmer Yska writes.

**D**r Heather Kavan is drawn to religions, cults and 'altered states'. In the past decade, this senior lecturer at the School of Communication, Journalism and Marketing has journeyed deep into a landscape shunned by most academics, turning her dispatches into journal articles and conference papers.

Kavan takes an intensely practical approach to her investigations. In 2008, for example, she spent close to a year rising at dawn to meditate with Falun Gong practitioners. She sat in court for six weeks

during the high profile trial following the exorcism-leading-to-death of Janet Moses, which led to five manslaughter convictions.

Along the way, Kavan has observed first hand how cult leaders control and often sexually dominate their followers. At a staff talk in March, Kavan drew on this knowledge to explain how such powers work in practice, categorising them into what she whimsically but seriously termed '12 tips for seduction'.

In a reference to the shocking example of Jonestown, Guyana (where 900 followers of cult leader Jim Jones voluntarily swallowed

poisoned soft drink in 1978), Kavan said, "The tips are reasonably safe – none of them involves spiked Kool Aid".

People like Jones seemed to wield an invisible power that made people take an irrational liking to them, she said. "Few cult leaders have, for example, the charm and good looks of Pierce Brosnan or the musical ability of Bono, much less the media attention these celebrities attract."

Setting out her '12 tips' in turn, Kavan said the first prerequisite for a cult leader was to radiate self-love.

### ONE: Adore yourself

"A cult leader is usually comfortable describing himself (I say 'himself' because they're usually male) as the greatest genius, the highest world leader, the most cosmic lover, and – by some secret spiritual logic – the only person in the world who doesn't have an ego problem."

### TWO: Lift your vibe

"Charisma has been defined as a mysterious, exceptional quality by which a person appears to be endowed with supernatural or superhuman powers. In my experience, the mysterious quality is an ecstatic energy the charismatic leader emanates, which arouses a feeling of stoned-out bliss when you're in the person's presence."



### THREE: Be thrillingly unavailable

"The old principle that 'the more difficult something is to obtain, the more it is valued', applies here – the more James Bond-ish you come across, the more valued you are. You can't fake it, unless you're Daniel Craig – so it's not about 'playing hard to get', but about genuinely having so much in your life that you're ecstatically happy regardless of anyone else."

### FOUR: Link the seduction to a greater cause

"A common cult leader tactic is for the leader to claim that his purpose is to free people from their enslavement to others, including partners and family. The person then bonds emotionally with the leader instead, who feels free to take as many wives as he likes, while pretending to liberate everyone."

### FIVE: Get an iconic photo of yourself

"Most cult leaders sell flattering pictures of themselves, which they encourage members to carry round with them, place on an altar or wear on a necklace. Rajneesh, aka Osho (the guru whose group did the bio-terror attack in Oregon, USA) went even further and used to give disciples boxes containing cuttings of his hair."

"Few cult leaders have, for example, the charm and good looks of Pierce Brosnan or the musical ability of Bono, much less the media attention these celebrities attract."

### SIX: Practise mind reading

"A cult leader often focuses like a laser beam on the pining devotee, making them feel like they're the only person in the room and their heart is an open book. As the leader appears to be able to read the devotee's consciousness, they hang on to every word, feeling that at last someone truly understands them."

### SEVEN: Give the occasional breathtaking compliment

"A charismatic leader not only reads a person's needs and desires, they access ones you didn't even know you had. Therefore the most important criterion for a powerful compliment is that the speaker has read the person at a deep level. Another important criterion – and probably the trickiest one – is that the compliment has got to show the recipient something they never consciously realised about themselves."

### EIGHT: Load your language

"When I read Charles Manson's prison interview, what stood out most for me was how frequently he used the word 'love'. According to his former followers he was 'always preaching love'. Even after masterminding nine brutal murders, he says in the interview: 'Anything you see in me is in you... If you see me as your brother, that's what I'll be. It all depends on how much love you have'."

### NINE: Imply you're on the verge of fame

"Cult leaders often suggest they're on the brink of success and fame and imply that followers will go down in history as part of the greatest story ever told. To get a share of the recognition, devotees then start vying to be their closest disciple. The lesson from this is that a well timed suggestion of impending success can intensify attraction."

### TEN: View any rejection as superficial or short term

"Cult leaders see themselves as the fountain of all love, so it follows that everyone, whether they realise it or not, is craving them. According to this logic, any rejection is superficial or short term. I'll never forget the leader who said to me, after I'd decided against pursuing a research interest in his group, 'That's all right, you're not ready for me yet'."

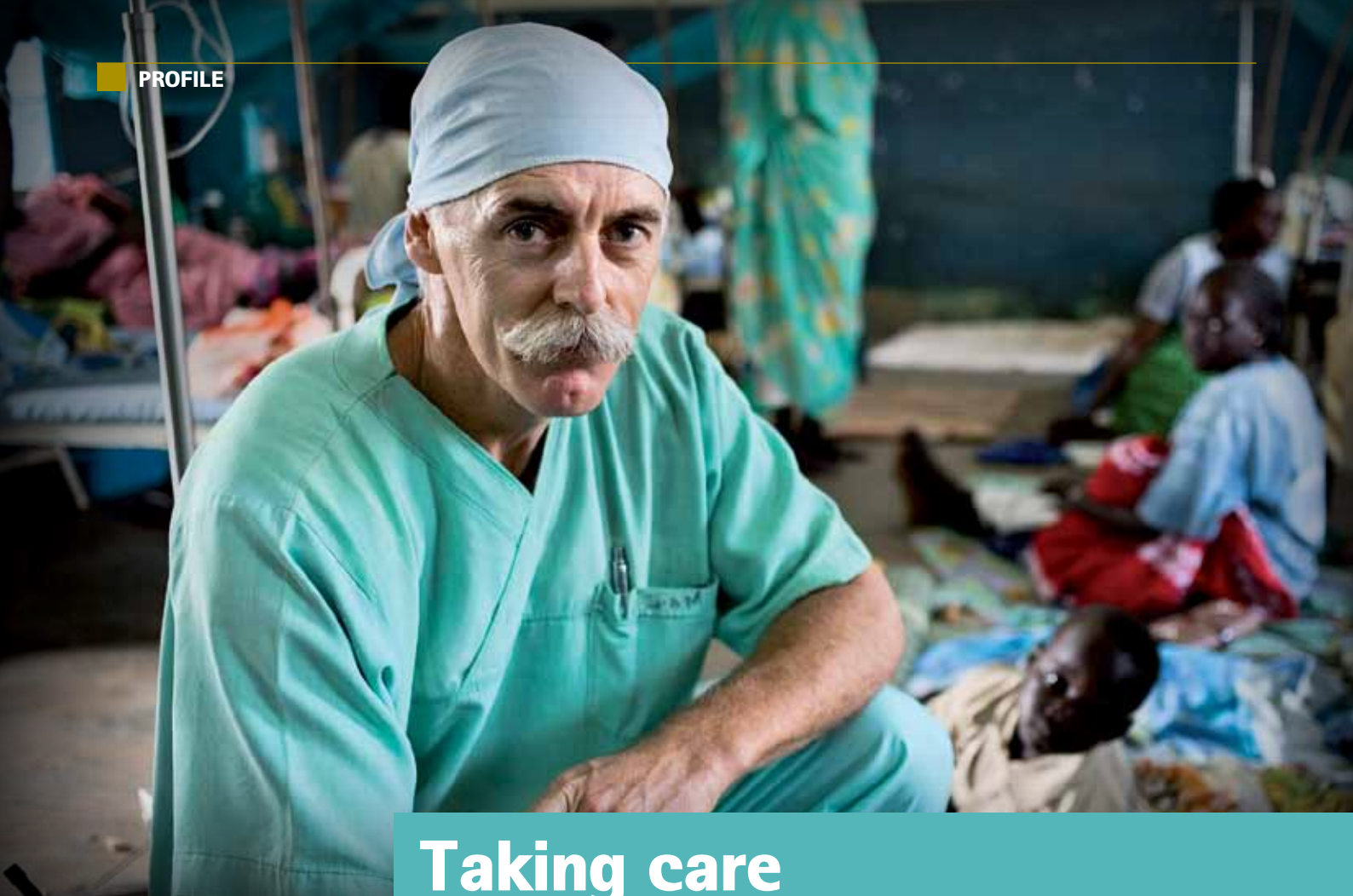
### ELEVEN: Show unshakable conviction

"There's a whole bag of tricks behind this certainty, usually involving travelling to mysterious places to gather superior wisdom. The performance of an extraordinary or heroic feat also helps, although this can be difficult to contrive."

### TWELVE: Become a receiver

"In one of the pieces of research I did, the leader stayed in my house and, through that proximity, I experienced another key to charisma – gurus are very good at receiving from other people. In fact they seem to expect everyone to run around anticipating their every need and giving them presents."

"And so my final cult leader tip is: Become so open to receiving presents and acts of kindness that the thought of giving to you just lights up the pleasure centres in people's brains." ■



## Taking care

It's fair to say nurse **Andrew Cameron** relishes a challenge, whether it's confounding the gender stereotypes of his profession or working with victims of war and addiction. The Florence Nightingale Medal winner talks to **Andrea O'Neil**.

**I**t's hard to believe that Andrew Cameron became a nurse because it seemed like a nice, comfortable job. After studying nursing and then midwifery in the 1970s, Cameron worked on a remote Australian island treating an Aboriginal population plagued by alcohol and violence, then became the sole health professional for 250 isolated miners and sheep farmers in the outback. Now he spends his days in war-torn countries training medical staff and giving primary care while avoiding bombs and kidnappers.

Cameron, a 1984 Wellington Polytechnic School of Nursing (now Massey) postgraduate nursing alumnus, was awarded the New Zealand Red Cross's Florence Nightingale Medal last year, the highest international distinction a nurse can receive. He

is one of a few New Zealanders to be awarded the honour, which is given to about 40 nurses worldwide every two years "for courage and devotion to the sick and disabled or to civilian victims of conflicts".

"It was pretty amazing. I was the 25th Kiwi in 100 years to receive the award so that was pretty cool I reckon," Cameron says. "I don't come to these places to get medals or anything; it was just really nice to get a pat on the back."

Cameron, 55, is on his seventh mission since starting with the New Zealand Red Cross in 2005. He currently calls Afghanistan's Kandahar province home, but has been posted to Kenya, Sudan, Iraq, Yemen, South Ossetia in Georgia and twice before to Afghanistan. The work separates him from his Germany-based

wife and two daughters, but he is committed to it. "You definitely have to be the right kind of person. You have to leave home for nine months of a year. It can be quite disruptive. On the other hand it's quite an adventure," he says. "It's work but it's really immediately rewarding."

Eradicating polio from southern Afghanistan is Cameron's current assignment, but he has a wide brief. A typical day might see him travel to an international military base to assess the health of POWs, or train Afghani taxi drivers in first aid, vital in a region where ambulances are scarce, or check prisons for any signs of health-in-detention abuses. "We make sure detainees are properly cared for according to the Geneva Conventions, and that there's nothing sinister going on."

Information about working for the New Zealand Red Cross can be found at [www.redcross.org.nz/aidworkerprogramme](http://www.redcross.org.nz/aidworkerprogramme).



# Men could be more specifically targeted for recruitment into the profession, he says. “Maybe some universities could advertise in a blokey sort of way.”

When Cameron travels with any of his 35 Red Cross colleagues, they take separate cars to ensure at least one of them arrives if kidnappers approach.

Cameron was a 19-year-old welder in Hawke's Bay in 1976 when he visited a workmate in hospital with burns. “It was a foul, rainy, cold day in winter, and the ward was nice and warm; the nurses were coming in with the evening tea trolley. There was a male warden and I asked him what he did; he said ‘I’m a nurse trainee,’” Cameron says. “I thought about it for a few days

Medal was not awarded to male nurses until 1991. Cameron still faces stigma from strangers. Men could be more specifically targeted for recruitment into the profession, he says. “Maybe some universities could advertise in a blokey sort of way.”

Men bring a kind of balance to the nursing workplace, not over-discussing and analysing issues as much as women do, Cameron says. “I’m not a talkative sort of person. I speak when I’ve got something to say,” he says. “Because I’ve worked with women for 35 years, sometimes

hell job,” he says. The violence he dealt with for seven years prepared Cameron for his first Red Cross mission treating Sudanese refugees in Kenya. “I’d seen a fair bit of violence and aggression, a lot of blood and a number of open bullet wounds,” he says. “In a way [Mornington Island] was just as tough as doing this work. The Aboriginal problems are quite deep.”

Cameron was named Australian Nurse of the Year in 2004 after a further two-year stint as the only medic in former goldmining town Cue.

Facing page: Cameron makes one of his daily rounds of the children's wards in Juba Teaching Hospital, southern Sudan. Cameron was head nurse and director of nursing at the 480 bed hospital during a Red Cross mission in 2007.

Massey offers a range of nursing study options. They include Bachelor's, Master's and doctoral programmes and a postgraduate diploma and certificate.

The Bachelor of Nursing is a three-year nationally and internationally recognised programme offered in Auckland, Palmerston North and Wellington.

In 2011, 214 students gained graduate or postgraduate qualifications through Massey.

To find out more, visit [www.massey.ac.nz/nursing](http://www.massey.ac.nz/nursing).



and made enquiries. When I left work my mates at work said, ‘That’s not a job for a man.’”

Being male was a constant liability during Cameron's early career. When he began training at Hutt Hospital men couldn't graduate as registered general and obstetric nurses, a quirk amended in the 1977 Nurses Act. Still, Cameron was sent to a urology ward while his 43 female classmates studied obstetrics, which he had to learn from a textbook. Despite this, the subject grabbed him, and he left for Melbourne to become a midwife, a career option not offered to Kiwi men then.

A gender imbalance persists in nursing – men still only make up about 7 percent of Kiwi nurses, and many of those are in administration, Cameron says. The Florence Nightingale

it gets like a bit of a henhouse. You need to try to bring a different light to the subject.”

Male or female, all nurses face the problem of a talent exodus to Australia, where wages can be 30 percent higher, Cameron says. Life across the ditch isn't all roses, however – nurses are more likely to get sued by patients in Australia, he says. “You really have to be on your guard and be careful what you say,” Cameron no longer practises midwifery owing to a fear of litigation. “If you get accused of something it can destroy your career.”

Australia offers career opportunities unavailable in New Zealand, however. In 1992 Cameron became Director of Nursing in a 10-bed hospital on Mornington Island off Queensland, an Aboriginal community. “It was a tough-as-



A bigger challenge then beckoned. Cameron had wanted to work for the New Zealand Red Cross since the 1980s, and had completed his postgraduate diploma at Wellington Polytechnic to increase his chances of being selected for aid work. “I thought I'd better get some academic qualifications,” he says. “It was good for me to catch up with all the theories and the social side of nursing rather than the technical side. The way I trained it was purely medical.” In 1995 he gained a Master's degree in tropical medicine at the University of Queensland.

Cameron sees himself working on different New Zealand Red Cross missions for another 10 years. “Why not? You don't live forever. You've got to try different things.” ■

This page, at left: Cameron impresses a South Ossetian widow with an attempt to chat in her native language. The Red Cross was distributing seed potatoes for spring planting in isolated and remote villages in the Leningor Province of South Ossetia in 2011.

At right: Villagers in South Ossetia were always happy to see Cameron and other Red Cross workers arrive with food parcels containing flour, cooking oil, beans and other essentials. Cameron delivered parcels each month to 300 people who were still affected by the 2008 war.



# Brewmeisters

Two friends who studied food technology together 25 years ago have devised a machine to bring joy to the hearts and palates of well heeled homebrewers. Ian Williams and Anders Warn talk to Bevan Rapson.

Homebrew can be a heartbreaker. After paying out for equipment and ingredients, a homebrewer has to invest precious time in cleaning buckets and bottles, meticulously measuring and mixing, checking the brew's temperature as if it's an ailing infant, waiting patiently, then bottling and waiting again.

And then, on the day that it's finally supposed to be ready, the first cap is opened and all too often it's obvious that something has gone wrong. It's flat or too fizzy. Or tastes so bad it's undrinkable. Or, worse, remains just drinkable so the brewer, and their more loyal mates, have to work their painful way through the batch until it's finished. At which point only the most determined enthusiast is investing all that time and money into another brew.

This kind of experience is horribly common. It's claimed that nearly a third of New Zealand men have made homebrew beer but only a fraction of them continue to do so.

That simple statistic has helped propel the creation of an all-in-one personal brewing machine, devised and developed by two friends who studied food technology at Massey University back in the 1980s.

Ian Williams and Anders Warn believe their WilliamsWarn personal brewery, launched in April, solves the problems faced by millions of homebrewers around the world – and plenty right here in New Zealand.

They have so far sold fewer than a dozen of the \$5660 machines locally, but Ian Williams reports an “amazing” response internationally, with 90,000 visits to the WilliamsWarn website and distributors around the world clamouring for a chance to sell the machine in their home markets.

Aucklanders Williams and Warn were schoolmates at St Kentigern College and were both inspired by a Massey presentation to go into food technology. “A food tech guy came to our school and gave a lecture on what Massey was doing with technology, particularly food technology. We were sitting next to each other at the back of the class and we just thought, ‘Well, there’s always going to be food’.”

They and another classmate all headed to Massey the next year. Williams has fond memories of his years there, first living at Kairanga Court, then flatting with Warn in Morris Street and Featherstone Street, and making friends who are still part of their social circle today. Yes, beer was



an interest even then, with the students' traditional Friday and Saturday night sessions at 'the Fitz', although Williams suggests they "weren't as bad as the Dip Ag guys".

He even made his first and only homebrew at Massey, with a couple of other food tech students, using a 40-gallon drum. "As much as we tried to convince ourselves it tasted great, it was awful," he recalls. "Never did it again."

Warn, who graduated with first class honours, went on to work in food processing, working in Europe for Tetra Pak as a systems and project engineer then returning to join New Zealand Dairy Foods, managing a production facility. He later became a consultant, working for Fonterra and Sealord among other companies. Today, he works for Fonterra as Business Process Manager.

Williams, who studied wine in his final-year project at Massey and had opportunities in that field, opted to join DB as a trainee brewer. He identified better travel opportunities in the beer world. Trained by DB, he worked at Tui as an assistant brewer, was head brewer at Monteiths, and by sitting exams became the first Master Brewer in New Zealand. Then, taking advantage of DB's Heineken connection, he left New Zealand in 1995 to work in Holland, then in the Tiger brewery in Singapore. That led to helping launch a new Tiger brewery in Hainan, China where he oversaw the production of an international prize-winning lager.

By 2000, Williams had become an international brewing consultant, based in Denmark but working in many different countries and helping large breweries improve their performance and beer flavours.

In 2004, a chat about homebrewing with his uncle at a Christmas party got Williams thinking about why amateur beer makers were so often unsuccessful. Two years later he was ready to bring his family back to New Zealand and get to work on making an all-in-one brewing machine that he believed could solve the inherent problems suffered by homebrewers.

That was when he approached Anders to help with the engineering side of his fledgling project.

It has been quite a journey since then, with Williams sinking his own money into the project, then bringing other investors on board in exchange for a share of the company.

Initial market research established the potential of the idea, and a prototype self-carbonating, all-in-one machine was successfully produced in 2007. Unfortunately, this original machine blew up when yeast burst into the electrics during a yeast discharge process.

An improved prototype was built, patents obtained and investment won from Dane Michael Hansen, former owner of a family brewery in Denmark.

By the end of 2009, two New Zealand manufacturers had been found to help build a third prototype, which was completed in April last year, but by mid-year further investment was needed to get the product to market. A shareholder in the Hawke's Bay manufacturer involved in the project came forward with a capital injection in exchange for a stake in the business. The project has also been backed by funding from the Ministry of Science and Innovation's business support programme.

With only 50 machines made so far, Williams says the project is in a six-month trial period locally, with a plan to secure further investment and launch in the US by Christmas. "We've had big retail stores in the States ask if they can retail it," he says, "so that's where we want to go now."

In future, he believes the manufacturing costs will fall as economies of scale are achieved and that the company is positioned to profit both from unit sales and from selling consumables to machine owners. "There's such a gap in this market," he says.

"The number of ex-homebrewers is really high. They've always wanted to make good beer but haven't been able to before."

The WilliamsWarn machine makes 23 litres of beer in seven days, at a cost of around \$7.50 for the equivalent of a dozen 330ml cans. It eliminates a lot of the waiting from homebrewing, and also the work. Williams says the first problem for traditional homebrewers is that they have to use a two-stage process. One advantage of his brewing machine arises from it being pressurised, meaning the beer doesn't have to be recarbonated in a second fermentation. The machine closely controls the brew temperature with a refrigerator and heater and incorporates a simple clarification system.

While the machine is being launched with three beer varieties – a Summer Ale, Blonde Ale and American Pale Ale – it has the potential to make all sorts of beer and for users to experiment and create their own versions of classic styles.

So do Williams' old colleagues in the brewing industry see his invention as a threat to their sales? "I haven't heard from them yet, actually," he says. In any case, his interest has shifted away from their world. He has a different mission these days: "I want to solve the problems in homebrewing." ■

He even made his first and only homebrew at Massey, with a couple of other food tech students, using a 40-gallon drum. "As much as we tried to convince ourselves it tasted great, it was awful," he recalls. "Never did it again."





# Immersive learning

Jennifer Little meets Professor Marti Anderson, who is assessing what is happening to our marine ecosystems.

In her office on the Albany campus, Professor Marti Anderson is fresh from a diving expedition in the Poor Knights Islands marine reserve and full of enthusiasm. She and her PhD student Adam Smith have been counting reef fish. She is particularly taken by the number of triplefin species. "New Zealand is the triplefin capital of the world," she declares.

In the background her computer screensaver cycles through its images: Monet's water lilies (Anderson's undergraduate degree is in the liberal arts) and the gothic horror face of a hagfish, with its series of rows of teeth.

Last year the hagfish made it onto a great many other screens. In a Marsden-funded study of deep-sea biodiversity, Anderson and her colleagues at Te Papa captured the first footage of a hagfish at home. Before the deep-sea cameras, various sharks, groper and other predators take bites at the eel-like creature, only to recoil, their mouths filled with noxious slime. Repellently fascinating, the hagfish clip went viral.

This is one side of Anderson: the marine ecologist, explorer of the deep. Then there is the other Anderson: the mathematician, statistician and, on occasion, software developer.



Professor Anderson's recent work includes a Marsden-funded study of deep-sea biodiversity. As part of this project, Anderson and her Te Papa marine science colleagues sent cameras into the sea close by White Island, Great Barrier Island and other spots. The images of the hagfish, shown left and right, were captured during the course of the study. She has also been enlisted by the Auckland Regional Council, the National Institute of Water and Atmospheric Research and the Department of Conservation for marine monitoring and environmental impact assessments. Her recent diving expedition off the Poor Knights Islands marine reserve was in connection with an annual survey of marine biodiversity around New Zealand, a personal project Anderson started 12 years ago. To view the hagfish footage, visit [www.definingnz.com/hagfish](http://www.definingnz.com/hagfish).





The combination is a rare one. Ecologists, explains Anderson, work within a discipline known for generating ‘messy’ data. Statisticians, on the other hand, “are creative people who adore simplicity and elegance in their models”.

United States-born Anderson first came to the Southern Hemisphere on a three-month Richter Scholarship to study Crown-of-Thorns starfish, which were then decimating the Great Barrier Reef. She then embarked on a PhD at the University of Sydney, studying organism settlement and succession in tidal estuary oyster farms around New South Wales. (Now something of an oyster connoisseur, Anderson can distinguish Australian estuary-of-origin by taste alone.)

She was fortunate to have as her supervisor an inspirational marine ecologist, Professor Tony Underwood, a thought leader in the emerging fields of experimental design and ecological statistics. After graduating with her PhD and picking up a further Masterate in mathematical statistics, Anderson took up a position as a lecturer at the University of Auckland and then, nine years later and having advanced to the rank of Associate Professor, moved to Massey. Here, at age 39, she became New Zealand’s youngest-ever full professor of statistics.

As a statistician, Anderson looks at ecology through the lens of sets of numbers and how they vary. “When you try to count numbers of anything, it’s going to vary day to day. Some individuals die, others are born. Every single species is a variable – it has an average, a variance and a tendency to be highly aggregated, or not. Every species is different and it’s all happening at once.”

The ecological statistics package PERMANOVA+ (see sidebar), which Anderson helped to create, is now widely used around the globe.

How does Anderson view the prospects for the planet’s ecosystems? She is oddly optimistic. If we understand what is happening, there are choices to be made.

If we understand what is happening, there are choices to be made.

“People always think about environmental assessment as being anti-development, but there are ways that we, as humans, can enhance the environment by our activities.

“We are in a scary position of having a lot of power relative to other species to change our environment – and that can be productive or destructive.” ■



## There’s an app for that

PERMANOVA+ (PERmutational distance-based Multivariate ANalysis Of VAriance) is an ecological statistics package for analysing biological systems and how they change over time and space. PERMANOVA+ applications have been used to assess and monitor ecological communities ranging from bacteria in the Antarctic to worms in the depths of the North Sea and butterflies in Borneo.

Created by Professor Anderson in collaboration with developers Ray Gorley and Bob Clarke and first introduced some 15 years ago, PERMANOVA+ is used globally by scientists and environmental agencies. Last year Anderson ran PERMANOVA+ workshops in the US, Portugal, Australia and the United Kingdom.

# What they did last summer

While most of us were on holiday, a team of Massey University education researchers ran an ambitious project aimed at halting the 'summer slide' usually suffered by struggling readers. Promising early results suggest they've made an important breakthrough. **Bevan Rapson** writes.







**Y**ou might think it's obvious that kids don't learn much during their summer holidays. Sleeping late, watching daytime TV and generally goofing off aren't activities designed to boost academic performance.

That's all fine – everyone needs a chance to recharge their batteries for the year ahead – but for some children, their summer hiatus doesn't just mean their learning is suspended: they actually go backwards.

Struggling young readers have been proven to lose the gains they have made so painstakingly during the year and therefore face a demoralising return to school when the holidays are over.

Aiming to counter this 'summer slide', Massey University literacy expert Professor Tom Nicholson and his fellow researchers ran a summer programme involving 600 Year 3 children from 10 Auckland primary schools.

Building on a trial at Flat Bush School the previous year, the \$300,000 project, backed by a private donor, delivered 11,000 books to children's homes during January. All the children were tested before and after the programme and, while it's early days, Nicholson is delighted with the promising initial results. "We've struck gold in terms of intervention," he says. "This is a new breakthrough."

While reading programmes on which he has worked previously have had positive results, this was on a much greater scale. "We're just reaching so many kids with this approach." And importantly, it seems that low achievers have benefited most. Sheer practice in reading during the holidays seems to pay off "and it's paying off for the ones who we wanted".

The logistics were challenging, with work starting in October 2011 to prepare for the summer ahead. "It's like building a house," says Nicholson. "There's a lot goes into the foundation." First, seven low-decile and three decile 10 schools were found to take part in the project. Each of the 600 children

involved, except for a control group of children who got math books instead, was given the chance to choose the 25 books they wanted. The big number of books for each child was possible because of a whopping discount from legendary New Zealand publisher, Wendy Pye, who supports the research. Then, during January, book-droppers organised by each of the schools visited hundreds of homes four times each to ensure the children had a new book to read every two days. Usually the visitor involved was a member of the school community; in one case, it was a principal who welcomed the chance to meet parents and see children in their home environments.

Books were dropped on the first three visits. On the last, feedback and reading logs were collected. One group in the study was also given quizzes, with the aim of getting children to think about vocabulary. Generally, parents were positive about the programme, says Nicholson. "My feeling, just talking to the parents, is they were really keen to do it. They liked the idea of something they could do and help with." That goodwill tended to be there, whatever the families' economic circumstances. "We're dealing with the very tough end of the market here, in the poorest part of Auckland," says Nicholson. "I got the impression that the parents who we saw anyway really wanted the best for [their children]. They just didn't know what to do and this was giving them some specifics about how they could help."

The children in worse-off areas also tend to have plenty of free time in the holidays, with little chance of trips away and other activities. Nicholson: "After a week of holidays I think most of these children are kind of bored. That's what the teachers say. That they are just kind of sitting on the back step, not sure what to do."

Although it seemed the programme asked a lot of the children, it had many positives attached. "They were books that they specially chose; somebody was

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"We've struck gold in terms of intervention," he says. "This is a new breakthrough."

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Professor Tom Nicholson

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"The fact that results are showing positive signs is a double-whammy for me because it is a project [that] would have fallen apart at any stage if the 10 schools involved weren't committed and determined to make it work. We couldn't be at those schools and with those people 24 seven. The commitment from them was colossal."

PhD student and primary school Associate Principal  
Louise Turner

interested in them over the holidays, asking them how they were going and all that kind of thing."

Nicholson, a veteran of four decades in education research, is an Australian by birth, although after 35 years in New Zealand you have to listen carefully to detect any hint of an Aussie accent. Teaching New Zealand students, he says, "You've got to talk like them, otherwise they don't understand you".

After growing up in Sydney's western suburbs Nicholson taught high school for five years, often baffled by the lack of reading skills of many of his students, before landing his first research job in South Australia, which led to the completion of a doctorate at the University of Minnesota in the United States. Marrying a New Zealander, as well as wanting to engage in innovative teaching, brought him to this country and academic jobs at the University of Waikato and University of Auckland before he became a professor of literacy education at Massey's School of Education in Albany in 2006. His work in his specialist field three years ago won him election to the International Reading Association's Reading Hall of Fame and in 2010 the Minister of Education invited him to join an Independent Advisory Group.

He has worked on a range of different kinds of intervention aimed at struggling readers, but says the previous approaches had more drawbacks, such as taking children away from their classroom work.

While the latest project was operationally demanding, giving struggling readers books to read over summer is actually a simple idea. "If you are reading 25 books, getting a lot of practice, things after a while start to come together," says Nicholson. "You start to recognise words more easily, the whole process of reading just becomes that much easier for you, and you start to see things you didn't see before."

A decade ago, Aucklander Matthew Abel saw a story in a local newspaper about a holiday reading initiative at a Grey Lynn school, not far from where he lived. He was sufficiently impressed by the programme – led by Tom Nicholson – that he got in touch with an offer of assistance, starting a relationship that continues today with his support for the summer-slide programme. "There wasn't much money involved," he recalls of his first donations. "I thought, 'Well, it's a good way to make a small contribution and to see how it goes'."

Abel, a consultant, mainly on financial matters in developing countries, donates money through a charitable trust and likes to maintain an involvement in projects he supports.

"You can give money away, which is fine, but it's probably better to have some involvement and try to see whether it makes a difference." With the summer-slide project, that included visiting each of the 10 schools involved when children were

choosing books supplied through his generosity. "I was kind of keen to just observe but then I ended up assisting a bit when they had the children choosing books."

Abel's backing for Nicholson's programme is partly motivated by the obvious importance of reading in children's lives. "There are many things that help a young person or prepare them for life," he says. "But I suppose being able to read and having numeracy is a basic sort of foundation."

Like Tom Nicholson, Louise Turner didn't have much of a holiday between 2011 and 2012. The Associate Principal at South Auckland's Flat Bush School, who is involved in the summer-slide research as part of work towards her PhD, says with a laugh that "pretty much the whole of summer" was consumed by the demands of the project: "It has been an incredibly full-on six months or so". That just makes the positive results so far all the more rewarding. "The fact that results are showing positive signs is a double-whammy for me because it is a project [that] would have fallen apart at any stage if the 10 schools involved weren't committed and determined to make it work. We couldn't be at those schools and with those people 24 seven. The commitment from them was colossal."

A teacher for about 25 years, Turner was hands-on at every stage, from the formulation of the initial idea with Nicholson and Abel, through the choosing of books by children at the 10 schools to overseeing home visits and in recent weeks the collection and collation of results.

Excitement was high when the children came in small groups to choose their 25 books, she says. "They were just so motivated and excited by the fact that they could choose the books and that they were going to keep them."

Turner particularly enjoyed the home visits to children from Flat Bush. "For me in my role at the school it's actually really nice to be able to get out and get into the homes and talk with the parents, the children and all the brothers and sisters who were there."

Yes, hardship was evident among families from the seven low-decile schools in the programme, although it was nothing with which she was unfamiliar. "We're used to kids coming to school without shoes and food and all the rest of it," she says, although she did notice the difference when she visited children from three decile-10 schools in the study. "It was just such a shocking contrast to see."

Reports of 'non-compliance' were rare, with only isolated cases of families going away unexpectedly or of adults concerned that the children were having to do school activity during the holidays. "We had more than 600 kids – it's huge – so naturally you're going to get a few in the mix who perhaps aren't as enthusiastic." It was particularly rewarding to see extended families taking an interest in the books



programme: “You would see the whole lot of them, all sharing in these books and talking about them. It was really lovely”.

Completed figures to date indicate that children in the study who got the summer books intervention made more progress than the control group, a highly encouraging indicator for Nicholson and the research team, especially given how hard it is to raise literacy levels of low-decile children whose homes have few books and often lack internet access.

The children in the study were all finishing Year 3 and the initial school stage, during which big progress is usually made in reading. “It’s the first three years of school where you’ve got these huge increases in reading ability,” says Nicholson. “Then it starts to plateau at Year 4.”

Often, the transition from being a struggling reader can be swift, he says. “One week they are not reading, the next week they are starting to read. It just all starts to come together.”

While the big improvers in the study made gains, they probably have more improvement ahead of them. “They are still not there yet,” says Nicholson.

Overall, he says the study has “a nice feel” to it. It involves parents in their kids’ education, and falls outside the school year so children aren’t being removed from their regular classes to be part of it. “A lot of the interventions are pull-out programmes and there are a lot of downsides to that. Although you get results, the other kids know that you’re getting taken out and there’s all that sort of stigma of being the remedial reader. This one hasn’t got any of that baggage.”

The ‘summer slide’ has been identified in research overseas, and various attempts made to find ways of dealing with it. In the past few years researchers at Harvard and in Tennessee have worked on programmes designed to combat the problem.

The Harvard project, which mailed books to homes during summer, has yielded positive results for middle-class kids but hasn’t enjoyed the same success with children from lower socio-economic groups.

For the Harvard study, those groups were largely Latino communities in California, while for Massey’s the low-decile schools had a high proportion of children from Pacific Islander families. “What’s good about [Massey’s] result,” says Nicholson, “is that we used the same scientific approach, with control groups and randomisation, and we’ve come good with the lower socio-economic kids.”

The Harvard team has recently won US\$15 million, made up of \$12 million from the US Government, and \$3 million from the private sector, as part of the US Government’s ‘Investing in Innovation’ (i3) programme. Their goal is to extend, validate

and upscale the summer books research to 10,000 children. Nicholson and his team can’t realistically expect that kind of backing but are keen to follow up on their project’s success. Nicholson says the result has implications for education policy and that the Ministry of Education and the Government should look at it. “Here’s a way of actually helping poor readers from any background by setting up a reading programme for them during the holiday break.”

Although it’s unknown yet whether funding will be available, he’d like to explore the subject with more research, hoping to roll out the summer programme to 10,000 children in New Zealand, while at the same time researching the effects of doing that.

“But I really think it’s worth looking at the policy side of it because it seems to me that this is one way of closing the gap and it’s a way that’s practical and can reach a lot of children.

“Although we do a lot of different things, this one seems to me to be one that makes a lot of sense.”

Potentially, he and his team could look to produce a package to roll out to schools. “One option is for schools to see what they can do within their own resources,” he says. On a practical level, the libraries in schools are already full of books that sit unread during the holidays. Nicholson: “They might lose some books giving kids books to take home during the school break, but the pay-off would compensate for that, I think.” The approach could also work in combination with something like the Duffy Books in Homes programme.

He emphasises how hard it can be to get improvements from struggling readers in low socio-economic areas – “It’s very hard to move the needle on these ones” – and believes the effects of having people dropping off the books and encouraging the children probably played a part in the project’s successful result.

“I think what’s really exciting about it is we’ve been able to do what the Harvard guys didn’t do and strike gold in terms of the poor readers.

“What they did is they mailed the books to the kids and the kids had to fill out an evaluation.

Nobody actually ever visited them. I think maybe that’s why in California it might not have worked. This one did work and trying to figure out why is going to be interesting.

“The very fact that we’ve been able to get a result for these kids means that, yeah, we have tapped a new vein. This is so exciting for us, for what we can achieve. We are leading the rest of the world in terms of doing this stuff.” ■



The illustration for this feature is by Denise Durkin, a full-time, Wellington-based designer, artist and illustrator. Durkin graduated from the Wellington School of Design in the early 1990s. More about Durkin can be found at [www.illustrationwish.co.nz](http://www.illustrationwish.co.nz).

“You can give money away, which is fine, but it’s probably better to have some involvement and try to see whether it makes a difference.”

Financial consultant and philanthropist  
Matthew Abel



# Pod squad

When an innovative Tauranga vanilla company wanted help with technology, it turned to Massey University for help. Nearly five years on, the resulting relationship is still yielding benefits on both sides. **Bevan Rapson** reports.







Jennifer Boggiss and Telavao Latu (Heilala Vanilla plantation manager) with fresh Tongan-grown vanilla pods.

**H**eilala Vanilla is hardly a typical company. It has its roots in a Tongan plantation, its headquarters in Tauranga and a market for its fragrant products among the world's most discerning chefs and retailers.

But while its vanilla's aroma carries with it a romantic hint of the tropics, Heilala has had to overcome the typical nuts-and-bolts challenges of any fledgling business.

A few years ago, Heilala's challenge was to find more to do with the beans than merely harvest them and sell them on. It wanted to turn them into high-value products that could be marketed to foodies around the world.

But, as a family operation, it had little scope for research and development (R&D). Unlike large-scale food producers, it couldn't call on an in-house team of food technologists to devise the processes and protocols it needed.

The business had begun when John Ross, a retired dairy farmer, began doing aid work in Tonga and established a vanilla plantation as a cash crop in the village he was helping. His daughter and son-in-law Jennifer and Garth Boggiss became involved and – as former avocado growers – also saw the potential of a product that can fetch prices as heady as its fragrance: as much as \$500 per kilogram.

After carefully planting and tending the plants on the island of Vava'u, a supply of beans was established, with villagers employed in the initial processing during which the beans are dipped in hot water, cooled, slowly dried then finally graded.

In Tauranga, Jennifer and Garth Boggiss pondered what might be done with the vanilla. "We started thinking, we've actually got to develop a product range here," says Jennifer. "We're never going to get anywhere fast just selling vanilla pods because then you're just like a commodity product."

It's worth noting at this point that this is clearly a family with a strong entrepreneurial streak, most famously exhibited by Boggiss's brother Geoff Ross, who made his name as the man behind 42 Below vodka. Talking to Boggiss, a former accountant who these days looks after Heilala's marketing, it's pretty obvious that the company was never going to pass up the opportunity to develop products with its vanilla.

But it was starting from scratch in terms of technology. In the venture's early days, product experiments were done in the Boggiss kitchen in Tauranga. They couldn't contemplate having an in-house

food technology team. "For a small company to do food tech work, it's very expensive," Boggiss says. "Sometimes you don't get anywhere because you can't afford to make that investment."

But then the couple got talking to a local food technologist working for giant kiwifruit marketer Zespri. Helpfully, she knew that Massey University could sometimes do food technology work for small companies more affordably than would otherwise be possible. She recommended an approach to Associate Professor Marie Wong at the university's Albany campus.

Sure enough, an opportunity was identified for a student to work on a Heilala project as part of her honours-year programme in 2007, establishing a relationship that continues today.

Wong, who was once a Massey technology undergraduate herself, has been on the staff of the university's Institute of Food, Nutrition and Human Health for more than a decade and knows well the mutual benefits that can accrue when advanced students have the opportunity to work on commercial projects. "It's their final project; they're working with commercial objectives and goals and deadlines."

Wong explains how a fourth-year food technology student, Shannon Swan, tackled that first Heilala project, which aimed to devise an extraction process: "She came up with a recommended extraction procedure and also started the product development part of the vanilla paste."

Swan looked at different conditions and also made sure that the process recovered the required amount of vanillin – the main component of the extract. "It basically involved understanding extraction processes, the chemistry, analysing for vanillin," says Wong. There was also sensory evaluation, comparing the Heilala product with another leading vanilla extract product. "It was a full food technology project. There was extraction, there was processing involved, there was analysis and some development work and there was consumer sensory work."

The project was a success: Heilala went on to use and modify the recommended procedure and an ongoing relationship was established. "That formed the basis going forward," says Jennifer Boggiss.

The next project in 2009 tackled a problem Heilala was having with the beans from Tonga going mouldy. "So we had another student look at modified atmosphere packaging for them," says Wong. "The



student recommended a packaging process and system and so they have implemented that. They went out and bought the vacuum packer that they needed.”

That same year, Heilala was keen to extend its range, so Wong suggested a full product development project, incorporated into a final-year programme in which groups of students work together to develop new products, starting with concepts and going through consumer research and focus group work. Having put proposed products forward to their managers or clients, in the second half of the year they devise manufacturing protocols.

That project helped convince Heilala to go ahead with a vanilla syrup, which can be poured on icecream and pancakes like maple syrup and used in cocktails. “For the syrup project they actually went out and did focus groups,” says Jennifer Boggiss. “So that we weren’t just developing a product because we liked the sound of it, it actually had some research behind it.”

Massey’s involvement has coincided with a period of promising growth for Heilala. Jennifer Boggiss estimates that the business has grown by between 60 and 70 percent in each of the past three years.

Heilala’s Tongan operation has 2500 plants and a co-operative has been formed with other growers on the same island, increasing the available supply of dried pods. The company scaled back a New Zealand growing operation from 300 in a tunnel house in Tauranga to 25 plants that can still be used for marketing purposes and to supply local chefs. “It’s so labour intensive,” says Jennifer Boggiss. “It was taking up a lot of our time when we need to be focused on R&D and sales.”

These days the company exports to Australia, Singapore and the United States and in a major coup for 2011 has got its products into the prestigious Williams-Sonoma homegoods chain in the US, the first shipment being sent to the retailer in March. Just dealing with a big American corporate has its challenges for a small company: Jennifer Boggiss says the Americans are like New Zealand’s big grocery buyers “on steroids”.

Heilala’s products are in Thomas Dux in Australia and New World stores in New Zealand. It has also picked up business from food manufacturers on both sides of the Tasman, including Serendipity icecream in Australia, and is keen to win over more manufacturing clients. “That’s the biggest challenge for us,” she says. “Obviously they are the highest-volume consumers of vanilla.”

“It’s great working with food manufacturers that appreciate and use real ingredients as opposed to the large multinationals that typically use artificial vanilla flavour.” She says real vanilla has a cleaner flavour than the artificial products with which most of us have grown up, which often tend to contain sugar and colouring.

But while bigger companies might like the idea of a natural vanilla product, they also need to know exactly what they will be getting from Heilala, in measurable terms. Cue another project for Massey, which will look at what large-scale food manufacturers use now in terms of vanilla and work towards creating a Heilala product that’s going to fit into its processing capabilities. Boggiss: “That’s the big challenge for us: to grow and to be appealing for those large-scale food manufacturers.”

Wong explains that a Master’s student, Cameron Fan, is going to formally characterise the Heilala vanilla flavour so that food manufacturers can be advised in clear terms what it will add to their products. Her work will involve a trained tasting panel and instrumental work producing a flavour profile. “It’s fundamental research but the end goal for them is to get their product into big manufacturers,” she says. “The more information that Heilala have, the better it is for them to go out and market their product.”

Heilala is also keen to refine its syrup recipe to remove the need for the 0.25 percent of preservative that has so far been added in manufacturing to give the shelf life demanded by retailers. That has become another Massey project, while yet another is focused on producing a Heilala beverage.

With so strong a relationship, it’s not surprising that Boggiss says it’s working well for the company. “It has been great. We couldn’t have done what we’ve done without them.”

The benefits go both ways. As an innovative, horticulture-related business, Heilala provides exactly the right kind of opportunities for New Zealand food technology students. “It’s very New Zealand,” says Wong. “Very innovative. And also they have a clear vision of where they want to go but they realise they have to do it in small steps, so it kind of suits how we can provide the research background and the technology.”





“They are quite entrepreneurial in terms of what they are doing but they are being cautious in terms of how they grow, which is good.”

Heilala’s organic credentials and desire to eliminate preservatives also reflect demand shifts that have transformed food technology in recent times. “We are definitely aware in the programme that the drive for innovation is in terms of people’s desire for better nutrition, improved health, fewer preservatives,” says Wong. “We have to be aware what the current drivers and trends are to make sure the students are aware of these.”

Wong says Massey’s food technology programme maintains a lot of relationships with the business world, giving students real-world opportunities to develop their knowledge and skills. Many smaller companies have business ideas and know how they can be executed business-wise but they don’t have the food technology or the science that they need to get the products on the market.

For the students, it means the chance to work on projects that draw on everything they have learned during their first three years. “It also emphasises that business side, the importance of making it work.” They even have to deal with statutory requirements related to labelling. “Students have to do all that, so they understand what they can and can’t do and so they’ve got all the skills when they walk out the door.”

Wong agrees that people in food technology have a sense that their work is important for the country’s future. Food and beverages, she points out, comprise more than half of our exports. “If we can innovate and put some new, exciting products out there, we hope we’re just growing New Zealand exports.”

She says there are plenty of jobs available for people qualifying in food technology, especially those doing Massey’s unique four-year degree programme. “We know our graduates are snapped up pretty quickly.”

For its part, Heilala would like to be doing the snapping up. “One day, we hope, we’ll be big enough to take on a graduate,” says Boggiss. “That’s the ideal.”

In the meantime, it’s benefiting from the enthusiasm of successive waves of students – and, of course, the oversight of staff such as Wong. Boggiss says Wong “knows as much about us as anyone does”.

Wong, meanwhile, is pleased that the Heilala work has stepped up to a further level as part of the drive to supply manufacturers: “It’s all quite exciting, really.”

And personally, she has become a big fan of the company’s products and says she has learned to identify the Heilala vanilla flavour, which varies according to where a bean is grown. “I know



A sensory panel convenes to assess the fine points of vanillas. From left: Vesna Alexander, Pauline Wood and Heather Bunting. Massey University



Associate Professor Marie Wong, Dr John Grigor and Master's student Cameron Fan assessing the taste and smell of vanilla. Massey University

people say ‘oh, they’re expensive’ [the syrup is around \$20 for 500 millilitres, the extract \$22 for 100ml and the paste \$23 for 100ml]. You only use a little bit and they actually taste really great.”

She declares the award-winning Heilala icecream (made by Auckland company Zest) to be “brilliant” and also uses the extract in baking, admitting to being won over back when Shannon Swan, the first student who worked with the company, gave her a bottle of it. “I used that but it finally ran out, so I had to go and buy some.” ■



**NZFOODAWARDS**  
IN ASSOCIATION WITH MASSEY UNIVERSITY

How good are Heilala Vanilla's products? Award juries certainly seem to like them. Heilala Vanilla Paste took the Gourmet Award at the 2010 New Zealand Food Awards, an achievement Heilala capped at the 2011 New Zealand Food Awards, where Heilala Vanilla Syrup was declared Overall Section Winner of the KPMG – Food Enterprise Innovation section.



LONGBURN  
FREEZING WOLF



# chain reaction

A pair of Longburn freezing workers' singlets at the Te Manawa museum helped reawaken historian **Kerry Taylor's** interest in labour history. He now plans to tell the story of the radical meatworks that employed Manawatū people for nearly a century. **Redmer Yska** reports.



**L**abour historian Kerry Taylor hails from a long and proud line of freezing workers. As a child growing up in 1960s' Hastings where the meatworks dominated the landscape, he remembers hearing hair-raising tales of family members working on 'the chain'.

"My father's father was a solo butcher at Tomoana and on my mum's side there were three generations who worked at Whakatu. My grandfather had only one arm; I'd always thought he'd been wounded in the war, but it turned out that it was caused by an accident at work: half a frozen bull fell on him."

In 2010, Taylor, senior lecturer and head of the School of History, Philosophy and Classics, renewed his family connection.

The Te Manawa Museum Society, of which Taylor is Chairperson, proposed to publish a book based around objects drawn from the museum's collections.

"Our aim was to identify 40 singular objects to help commemorate the museum's 40th birthday," he explains.

"We spent months picking through Te Manawa's vast and richly diverse treasures, scattered across three collection stores in the city."

Taylor found himself drawn to a pair of freezing workers' singlets – one black, one white – crudely stencilled 'Longburn Freezing Works'.

"It became clear to us that the singlets, both dating from the 1970s and located in local op

shops, were emblematic of distinctive local stories," he says.

Standing in the temperature-controlled collections room at the back of Te Manawa where the garments are lovingly stored, Taylor notes that the black singlet is usually associated with shearing and sporting heroics – or with affectionate rural figures like Fred Dagg and Footrot Flats.

"The connection with the radical freezing worker, let alone the men and women workers found in the militant shed that was Longburn in the 1970s, is rarely if ever made," he says.

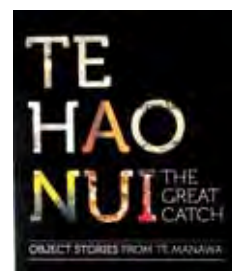
In his essay about the singlets and the works where they were worn – which would appear in 2011 as part of *Te Hao Nui: The great catch. Object*

*Stories from Te Manawa* – Taylor wrote: "It is possible to take a number of journeys using these freezing workers' singlets as a point of departure".

Taylor would experience this first hand as he revisited the long and often-contentious story of Longburn, focusing on the families and communities – Longburn, Palmerston North, Rangiotu and further afield – that supplied its workforce from 1889 to 1986.

Not only did he rekindle an enduring professional interest in labour history, he gained fresh and important insights into the centrality of the meat industry to local, regional and national narratives.

He also came to acknowledge that a vital part of the bigger meatworks story was in his blood. And he was struck by the relevance of the (largely



**Te Hao Nui: The Great Catch**  
Edited by Fiona McKergow  
and Kerry Taylor, RHNZ Godwit  
RRP: \$65.00

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Longburn freezing worker stripping the skin from a sheep carcass on the production chain. Photographed by *Evening Post* staff photographer Ross Giblin 10 August 1985. National Library: EP/1985/3581/15-F



Arthur Tonan gutting sheep at the Longburn Freezing Works, Longburn, Manawātū. Photographed by *Evening Post* staff photographer Ross Giblin 10 August 1985. National Library: EP/1985/3580/32-F

## Meat processing – the fortunes of an emblematic industry

The Longburn works opened in 1889, seven years after our first shipment of frozen meat left for Britain. One of 21 works operating at the turn of the 20th century, Longburn belonged to an industry that seemed unstoppable.

By the 1970s, the number of meat export works had more than doubled to 44. Longburn itself was booming: processing 10,000 sheep and lambs and 500 cattle daily; its annual kill topped a million.

But revolutionary change was coming. Open access to the British market ended in the early 1970s. The meat industry meanwhile faced a revolution in processing and packaging technology and hygiene standards. In 1980, the entire industry was deregulated.

Longburn closed in 1986, one of nine large multi-chain plants closed in just four years. When it closed, some 900 men and women lost their jobs.

historical) freezing works experience to many Kiwis, often as casual work during university holidays.

A prominent and widely published expert on New Zealand labour history, Taylor now plans to tackle the untold story of the famously militant Longburn meatworks. He has already begun work on what will effectively be a workers' history of the works, a project with a special focus on unearthing and explaining its militant trade union tradition. He plans to use oral history to capture the voices of the many forgotten workers of Manawātū who gave so much of their lives to Longburn.

"Working the chain in a place like Longburn was unpleasant and uncomfortable. Employees faced a short season of unpredictable work every year. The place smelled terrible. People would be covered in animal blood and faeces at the end of a shift. Knives and complex machinery made work dangerous. Injuries were common, and often serious."

Taylor says he can understand the high level of crankiness in the workforce. Through the course of the 20th century, freezing workers were among the occupations most associated with militant trade unionism. But why did the Longburn workforce in particular foster such an enduring radical tradition?

"In the context of the meat industry as a whole, Longburn was always a militant shed. Unionism at the works went back at least to 1907, when the newly recognised union negotiated an award that included a union preference clause. Longburn became embroiled in a number of nationally significant incidents, including the 1951 waterfront lockout.

"After a period of rebuilding, a militant culture emerged again in the 1960s. In the eyes of many local farmers, Longburn was a radical hotbed, holding them, and the country, to ransom with frivolous and unreasonable demands."

Taylor says there is much more to the story than unreasonable demands and greed. "Some of the explanation spans the whole sector, but specific interpersonal dynamics were clearly at play in Longburn. Tom Hastie, a manager in the post-war era, was heard to say that 'no worker had a permanent job at Longburn'.

"Unions could be just as confrontational. Across the bargaining table from the late 1960s – sometimes wearing a black singlet for maximum effect – was union leader Roger Middlemass. Under his leadership, matters were decided collectively, creating a positive feeling among the Longburn workers. They formed a close-knit group closely connected to their communities. But the employers despaired."

Taylor recalls that in October 1986, Middlemass and his men were locked out after refusing to agree to faster work speeds, longer workdays and the loss of various conditions. The works never reopened.

By the time it closed, strict hygiene conditions had spelled the demise of the iconic black singlet, deliberately worn long to keep a butcher's back warm as he toiled with a knife.

"No doubt many black singlets found their way to op shops. Many families and communities across Manawātū found their lives forever altered by the closure of 'their' local freezing works. It is time for us to hear their voices." ■

Foreman Ian Cruden and byproducts manager Keith Rose in a freezer at the Longburn Freezing Works. This photo can be seen as a metaphor of the place of freezing workers in the literature on the meat industry. Frozen carcasses dominate the humans here, and in the literature. Photograph taken 10 August 1985 by *Evening Post* staff photographer Ross Giblin. National Library: EP/1985/3577/16-F









# In pastures green

Andrea O'Neil talks to the man *New Zealand Listener* once declared to be New Zealand's most influential figure in agriculture, Landcorp Chief Executive **Chris Kelly**.

**F**orget the finance sector, forget tourism, forget *The Lord of the Rings* – New Zealand's economy will stand or fall on the merits of its agriculture, says Chris Kelly. "Agriculture is going to have to be the export-led recovery that saves this country," he says. "At the end of the day we're so bloody small, the only game in town is what we're good at, and that's converting grass into wool, meat and milk."

It's a game Kelly knows well. For the past decade he has been the Chief Executive of Landcorp, the state-owned enterprise that is New Zealand's largest farmer.

Landcorp owns or leases 374,948 hectares of land, employs 584 staff and controls assets worth \$1.7 billion. In its portfolio are 105 properties and around 1.5 million stock units.

It is large enough to lead – and to be noticed. During Kelly's tenure Landcorp has often been in the news: 2003, the decision to phase out sharemilking; 2007, the Māori occupation of disputed Landcorp holdings in Coromandel and Northland; 2009, the failure to farm on Fletcher Forests land due to Emissions Trading Scheme (ETS) restrictions; 2010, the bid for the notorious Crafar farms.

"I joined Landcorp at an interesting time in the genesis of the company," Kelly acknowledges. The company was formed out of the old Department of Lands and Survey in 1987. The then-Labour Government originally intended to sell Landcorp along with its other assets, and for years the company's potential was frustrated by its supposedly imminent sale. By the time Kelly took over in March 2001, a new Labour Government had very different views on the sale of state assets. "For the first time in Landcorp's life we were able to stabilise and talk about 'strategy' and 'growing shareholder wealth' and those sorts of things."

Kelly came to Landcorp from the New Zealand Dairy Board, and his first years at Landcorp were spent fighting a power struggle to change the culture of what he discovered was a bloated and uncommunicative entity. He ended up forcibly centralising Landcorp at its current Wellington headquarters. "I just about tore my hair out for the first three or four years trying to get a 'one company' culture. I failed miserably. So overnight I decided to close the Christchurch office and close the Rotorua office."

His early policy changes were also met with resistance from within the company, such as his





“ So what that means is that you’re having overseas investment, which tends to be much more longer term and is going to be more the norm. ”

promotion of dairy farming alongside Landcorp’s traditional sheep and beef focus. “There was some scepticism as to whether this silly Mr Kelly had got a bunch of dumb ideas trying to do this. But over time that changed.”

Dairy and deer farming now make up half of Landcorp’s revenue, and this sea change, along with a tripling of animal numbers per hectare, has generated some impressive national statistics – New Zealand supplies 40 percent of the world’s traded milk and 90 percent of its deer meat. We also supply 70 percent of the world’s mutton, but Kelly says New Zealand’s drystock farming, sheep and beef, is in dire financial straits – there’s just no money in it compared with the now wildly popular dairying. “I still believe that there is a big future for the red meat industry,” he says. “We can’t all be big dairy farmers, that’s just absolutely impossible. But we need a paradigm shift to make our sheep and beef farming more profitable.”

His solution for resurrecting drystock farming? Well funded research. Landcorp and its shareholder, the Government, have invested more than \$100 million since 2004 in researching genetics, feeding and the international market. “We’re big enough to spend money on lots of new initiatives and if we make a mistake at times, it doesn’t break us as a company. Individual farmers can’t do that.”

Of course, Landcorp’s investments are not philanthropic – the company is required to be as profitable as if it were privately owned. However, Kelly is keen to emphasise Landcorp’s duty to the general industry good. “We’ve gone from being invisible, not commenting at all on industry matters, keeping to ourselves, closed shop – to being much more open. We allow people on our farms, and we benchmark with other groups. We’ve become vocal in industry matters,” he says. “I think our shareholder is warming to the concept that maybe, if as part of its industry-good activities Landcorp can help lift the productivity of agriculture in New Zealand, it’s doing a good job.”

However, as much as Landcorp can set a good example through green policies, science-based improvements and welfare best practice, most New Zealand farmers lack the time or money to follow its lead. In fact, Landcorp’s own decision to phase out sharemilking was another nail in the coffin of a dying farming ideal – the family farm with secure jobs for life. Kelly is philosophical about the change. “Like it or not, sadly, the demise of the family [farm] is just going to continue,” he says. “But what you can do instead of having the [family] farming model is to give employees farming careers, by way of better education, by way of training, by way of super schemes and all those sorts of things. As if they were not on farms, but in other businesses.”

Most Landcorp staff don’t even wish to own farms, Kelly says. “They know if they ever do, they’ll be tiny farms anyway, because of costs. They’ll be less efficient.” Instead, they prefer to invest their salaries off farm, which is typical of New Zealanders’ attitudes to investing nowadays, he says – short term and cash-dividend focused. “Traditionally, farmers have been born poor, they’ve built up assets and they’ve died poor. And they’ve given their kids the farms. Whereas these people, their asset growth is much more liquid, and they can invest in the stock exchange, or whatever.”

Family farmers and smaller corporate farmers are finding it equally difficult to use their farms as financial assets. “Farming’s about intergenerational stuff, high asset gain but low cash returns, and that’s why you’ve been finding that many listed corporate farmers have not done particularly well,” Kelly says. “So what that means is that you’re having overseas investment, which tends to be much more longer term and is going to be more the norm.”

Foreign land ownership is of course a hot topic right now, and Landcorp’s bid in June 2010 for the Crafar farms put it at the centre of the national debate. Landcorp made an offer on the 16 farms after Chinese-owned Natural Dairy’s offer was controversially rejected by

“Like it or not, sadly, the demise of the family [farm] is just going to continue,” he says. “But what you can do instead of having the [family] farming model is to give employees farming careers, by way of better education, by way of training, by way of super schemes and all those sorts of things. As if they were not on farms, but in other businesses.”

“Generally speaking, farmers love their farms, they like looking after the environment. There are a few ratbags, I can see that, but that’s the same in any industry.”



Chris Kelly was appointed Chief Executive of Landcorp Farming Ltd – a state-owned enterprise and New Zealand’s largest corporate farmer – in March 2001.

Before this appointment, he held various positions with the New Zealand Dairy Board, including Strategic Planning Manager, General Manager for Corporate Planning and Global Head of Strategic Industry Relations. Earlier in his career, he practised as a veterinary surgeon and lecturer. He was a Veterinary Advisor for Glaxo Animal Health Ltd and the General Manager for North East Asia/New Zealand for Pitman Moore Ltd.

Kelly was Chairman of AgVax Developments, a subsidiary of AgResearch, responsible for the commercialisation of animal health products.

He is an accredited director with the Institute of Directors. As well as being on the board of the Bio-Protection Research Centre, he is a director of the New Zealand Agriculture ITO, Landcorp Estates Ltd and Landcorp Developments Ltd and is a member of the Massey University Council. The *New Zealand Listener* magazine named Chris Kelly the ‘Most Influential Person in Agriculture’ on its ‘2008 Power List’.

the Overseas Investment Office. “One of the attractions for us was that we felt we would be one of the few purchasers able to purchase the farms outright,” Kelly says. “And that’s still the case. And as time has gone by I suspect the receivers may be rueing the day they didn’t take up our offer even though it was a significantly lesser amount of money at the time.” Landcorp planned to spend some money upgrading the “hastily converted” farms, and on-sell some for a profit while keeping those that proved more strategically important. Having its offer turned down was not a surprise, however, and not too much of a disappointment either. “Oh, we were pretty sanguine about it, we did what I thought was a very full valuation, we believe we [offered] market price for it,” Kelly says. “And you never know, if the second Chinese bid fails, again, and there’s a high chance that’ll happen, they might come back to us.”

While Kelly believes national opinion on foreign land purchases is emotional and smacks of “yellow peril”, he has real concerns about the prospect of increased foreign farm ownership as it affects dairy giant Fonterra. “I think the real strengths of Fonterra are its size and its market power, and if we have organisations competing and chipping away at that market power it’ll just cause Fonterra to be less competitive in the international market, and that’s a concern.”

Kelly has been publicly critical of Fonterra in the past, especially as it was finding its feet after being established in 2001. However, he recognises Fonterra’s huge importance to the country’s economy, and its importance to Landcorp itself as a processor of 60 percent of Landcorp’s milk. “If I see... Fonterra doing wrong, I will bloody tell them. For my benefit, but also for the rest of the industry. And [Fonterra Chairman] Henry van der Heyden knows he has to be very careful with us, because we supply him with all this milk,” Kelly says.

Just as criticism of Fonterra must be balanced with diplomacy, so must Kelly balance concerns about foreign land and asset ownership with acknowledgement of our reliance on export markets. New Zealand’s dairy sector is in a great position to take advantage of Westernising diets in China, Malaysia, Hong Kong and Singapore, Kelly says. He describes how in a typical Asian multigenerational family, the grandmother’s milk consumption is a teaspoon of condensed milk stirred into hot water, the mother’s is a tablespoon of milk powder in hot water, while the kids buy fresh milk. “Generally speaking, the world is increasingly in protein deficit. I know a lot of people are starving, but we’re getting a lot more wealthy people, and as their diets Westernise their appetites get whetted more and more,” he says. “And I think New Zealand’s in a great position.”

Standing in the way of this growth is the ETS, the carbon-capping legislation adopted in 2008 as part of New Zealand’s Kyoto Protocol commitment. Current legislation imposes a carbon tax on any forested land not replanted after felling. When the ETS was adopted, Landcorp was planning to convert 25,000 hectares of central North Island land to dairy and drystock pasture. “When that came into effect it effectively stopped our development, and that land continues to be felled from trees but it’s just lying fallow,” Kelly says. He hopes to convince the Government to allow forestry offsetting when the Kyoto commitment is reassessed in 2012. Offsetting would allow Landcorp to cut down forest for conversion and replant the trees elsewhere in the country, without copping a hefty tax along the way.

While an offsetting solution would keep Landcorp’s development carbon-neutral, its opposition to the ETS has raised the hackles of green campaigners, who are already concerned about dairying’s dirtying of waterways and its





methane output. But dairying is much less harmful than people think, Kelly says, and its economic benefits outweigh any environmental concerns. “At the end of the day it’s all very well to criticise the increase in dairying as doing nasty things, but the economic benefit that farming has brought to this country is huge. People tend to forget that in the whole argument,” he says. “Generally speaking, farmers love their farms, they like looking after the environment. There are a few ratbags, I can see that, but that’s the same in any industry.”

Landcorp sets itself stringent environmental and ethical goals, he says. “One of the things about Landcorp is that we are in the public eye. And we have to not only be seen to be squeaky clean, but actually *be* squeaky clean. So our effluent incursions, for example, are way below the average.”

His worry is that farming’s reputation is putting young people off entering the industry. “When I went through school, and in my life, virtually everyone in New Zealand would have been on a farm. Their father would have had a farm, or their uncle or their cousin, and you’d go and milk the cows on the weekend,” he says. “That’s all changed. And many people, particularly younger, very urban people, think farming’s just a down and dirty terrible problem and New Zealand would get out of it, basically, if they had their way. I think that’s quite a challenge. We have to try to convince our young people that farming is actually none of those things, and, moreover, is very, very important for the economy.”

The legacy and staying power of the measures Kelly has put in place to improve the farming sector’s image, efficiency and environmental impact will soon be put to the test – his time at the company is coming to an end. “I think I’m getting close to my use-by date,” he says. “There’s only a certain amount of value anyone

can add to a business over a period of time, and as your tenure goes your ability to add more value declines. You know, you run out of fresh ideas.” Post Landcorp, Kelly plans to do more work as a board director and to spend more time fishing in the Marlborough Sounds.

Kelly will leave Landcorp in a very different political climate from that which existed in 2001. If National wins a second term in government this November, Landcorp’s privatisation will become a real possibility, but Kelly is untroubled by the thought. “I don’t really care. That’s not my job, that’s a shareholder-owner’s job.” He doubts a sale is on the near horizon, despite the Crown’s need for cash, as Landcorp would be difficult to sell. “We have so many farms that unless they sold them very carefully we’d depress the whole farm market. Secondly, the sheer size of our farms means you’d have to have overseas purchasers and you have the whole issue of Overseas Investment Office again,” he says. “Thirdly and importantly there are still a number of unfulfilled Treaty claims in which Landcorp may or may not play a part and I think you’d find the Māori would just go absolutely ballistic.”

Troubled waters may or may not lie ahead for Landcorp, but Kelly’s focus is firmly on the present, on the daily work his team puts in to constantly improving the way Landcorp operates. He maintains his proudest achievement of the decade was his uniting of Landcorp’s staff into a functional, efficient body. “Now that sounds not a big issue but I can promise you, changing the culture of a company is a huge thing,” he says. “The other things are easier – building dairy sheds and getting more dairy cows, etcetera. But getting inside the people? That’s the real issue.” The company is now starting to bear fruit from its culture shift, Kelly says. “I’d describe it as one big farm with 105 paddocks. So we all get up and go to work to make that one farm a better farm.” ■

“I’d describe it as one big farm with 105 paddocks. So we all get up and go to work to make that one farm a better farm.”

# lather rinse repeat

At around 2.20am on 5 October 2011, the container vessel *Rena* struck and grounded on Astrolabe Reef off the coast of Tauranga. Dead birds were soon seen floating in the slick of oil close by. They were the first of many casualties. A squad of Massey staff – the equivalent of a wildlife MASH unit – was immediately mobilised in what would become a long-term operation. Journalist **Jennifer Little** was there.



It takes a  
community  
to save a  
penguin.

**P**atient 13754 is well scrubbed, round-bellied and hungry. The little blue penguin swiftly gulps down his seventh anchovy in a row, hand fed to him by his two helpers.

Meal over, shortly he and three or four others of his kind will be bundled into a specially made mesh-covered, wooden wagon and wheeled out of the clean bird tent, past the whiteboards with their feeding schedules, medicine charts and weight-gain data, to one of nine outdoor pools for the daily one-hour swim.

It is day five of his stay, but although he is now healthy enough, he is not yet seaworthy. His rescuers have done their bit, cleaning him of oil, feeding him generously and keeping tabs on his weight and wellbeing.

Now it is his turn. Only he can preen his densely packed feathers back to the natural waterproof state that will keep him buoyant and warm in the chill of the ocean. The preening may take hours or even days.

Once he is done, he will take up residence in one of the purpose-built outdoor enclosures the volunteers have dubbed 'penguin palaces'. And then? When the risk of further oil spills is at an end he will be returned to the wild to nestle in the rocks at the base of Mount Maunganui.

It takes a community to save a penguin. The National Oiled Wildlife Response Team has 140 people in Tauranga, individuals who have temporarily left jobs, homes and families to relocate under contract to Maritime New Zealand. They include veterinarians, ornithologists and a variety of other specialists who have been trained in how to capture and treat oiled birds while inflicting the least amount of trauma. Seven have flown in from overseas, with the United States-based International Bird Rescue and Oiled Wildlife Care Network being well represented.

"Ghost-busting eh?" tease a couple of skateboarders in shorts as we head for the track around the Mount, the focus of the oil spill. "Nope, looking for penguins," replies team leader Dave Richards, local businessman and seabird enthusiast, who is fetchingly clad in the uniform of a penguin rescuer: white biohazard suit, orange high-vis safety jacket, tramping boots and headlamp.

Richards, with his teenaged children Bekki and Ben and assorted helpers, is on his 17th such mission in less than a month to find and rescue oiled penguins.

It is 7.30 in the evening and sunset is nearing. Out at sea the little blue penguins are starting to

Above: The *Rena* aground on Astrolabe Reef.

Maritime New Zealand





The *Rena* spill attracted international media interest. Here Dr Brett Gartrell, head of the New Zealand Wildlife Health Centre, gives a daily briefing.

*Maritime New Zealand*

head ashore after their day's fishing to nest or feed their chicks.

Richards' mission is to catch oiled penguins, on their nests, tucked away in the crevices among the boulders, or as they make their way homewards across the shoreline.

Under starlight and a half moon, the rocks are black and slippery with oil and the nests are well hidden. When there are eggs, as is often the case, the volunteers must still take the oil-covered birds to be saved, knowing that this year's young will be lost.

Another team is performing the same duties on nearby Rabbit Island, where the rescuers, having been dropped off by boat, will camp overnight. As well as penguins, the island has been home to an estimated 700 pairs of diving petrels – but many are among the dead. (Smaller response centres have also been established on Motiti Island and Te Kaha further south.) >>>

Some of the 1400-or-so dead birds picked up around the East Coast shoreline. Among the casualties are little blue penguins, diving petrels, gannets, fluttering shearwaters and Buller's shearwaters. The actual death tally is likely to be much higher. Wildlife veterinarian Dr Brett Gartrell puts the number of bird deaths attributable to the *Rena* spill at perhaps 14,000.

*Maritime New Zealand*







Above: The tents and birdlife recovery tools of the Oiled Wildlife Response Unit alongside Tauranga's wastewater treatment plant.

*Maritime New Zealand*

Below: Kerri Morgan delivers a briefing soon after the Oiled Wildlife Response Unit's arrival.

*Maritime New Zealand*

When a searcher finds an oiled bird, a cell phone call to a Department of Conservation co-ordinator in a back room of the Mt Maunganui Surf Club prompts a driver to come by on a quad bike. Oiled birds are taken in plastic pet-carrying containers to the intake tent about 10 minutes' drive away.

The intake tent is one part of what has become a sizeable operation. Situated on the outskirts of Tauranga next door to a rubbish tip and Baypark speedway stadium, in one month it has grown from one container and two tents to a complex of 10 tents, nine pools, 10 aviaries and shelters for a staff café, supplies and pathology.

The intake tent is where assessment and triage are carried out, the decisions taken about which birds are likely to survive and the order in which they should be treated. It is where one black and bedraggled penguin will acquire the tag that will be used to track his progress: 13754.

Penguin 13754 makes it through the initial assessment. But not all do, says Australian-native Gartrell, who grew up on a New South Wales orchard and sheep farm then worked as a vet in

private practice in Sydney, Brisbane and Hobart for 15 years before moving to New Zealand.

"Birds with fractured wings or legs, or that are very badly oiled, we may decide it's better to euthanise them than put them through the stress of trying to save them when there is no hope they'll get through."

Birds that make it past the first hurdle are superficially decontaminated with absorbent pads designed to soak up oil from the surface of feathers. They'll get lubricant put in their eyes to protect their mucus membranes from the toxic and irritant effects of the oil, and their eyes will be flushed out if necessary. Then blood is sampled to check the levels of red blood cells left in their bodies because of the oil's toxic effects on these.

"The test also gives us an idea of the protein in their blood, to give us an idea of how long they've been struggling, and finally we look at

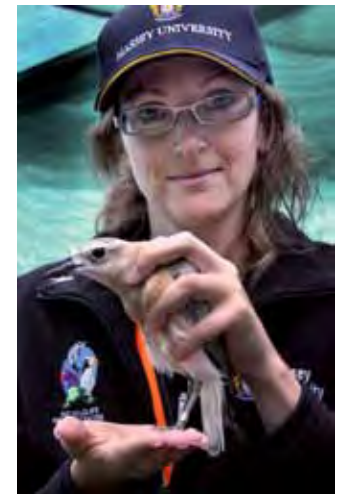






Penguins are taken through the various stages of cleaning.

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Vet Janelle Ward with a New Zealand dotterel at the Wildlife Response Centre. While little blue penguins have been assigned the status of 'lower risk - near threatened', the dotterel is nearing extinction, with about 1300 northern dotterels in existence. Hence those dotterels in the vicinity of the *Rena* spill have been captured and are being held in captivity until the risk of oiling has abated.

Maritime New Zealand

blood glucose level – also an indication of when they last had a feed.”

It takes only 15 minutes to get results from the on-site lab. Meanwhile, the birds are given fluids to combat dehydration, and saline solution to replenish their salt glands.

In the dirty-bird tent, birds are stabilised. In an environment heated to between 28°C and 35°C, they are fed, given fluids and kept warm.

“At this point we don’t try to take off oil, we’re just trying to build up their strength, which can take between 12 hours and seven days,” says Gartrell. “It’s the tent where we see the most mortality.”

The birds need to be strong enough to withstand being washed, a procedure that is stressful, exhausting and potentially lethal.

“If you start too early, they’ll die during the wash, but if you go too late they’ll die because of the oil.”

The washing tent is a place of transformation. Each bird is ministered to by two bird washers, in an elaborate process that entails the use of between 500 and 1000 litres of water, ample amounts of American-made Dawn household detergent – the best product available, donated and shipped for free by the manufacturer – and piles of towels.

The penguins know no gratitude; for them the experience is simply a further ordeal. “These are wild birds that are not used to being handled by people,” says Gartrell. “They’re being held under water, and the water is going right down to their skin because it’s soapy and they feel like they’re





From left: Drying off after washing; the invalids' diet – pureed fish.

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Let loose in  
the water,  
penguins  
dart and  
dive,  
delighting  
spectators.



drowning. So it's 30 to 40 minutes of being wrestled in soapy water by a large predator."

The soap is rinsed out as a separate operation in an adjoining area. This is a somewhat less stressful experience: the penguin is no longer submerged in water but instead is standing on a solid surface with water flowing from a small hose through its feathers.

An upgrade to a clean tent means the worst is over and everyone can breathe a sigh of relief. "Nothing much happens for a few hours after the rinse. Most birds sleep – even when people are around – which gives you an idea of how exhausted they are," says Gartrell.

Next comes a phase of intensive care and rehabilitation focused on building up their condition and regaining waterproof capacity. Orange pet dryers are positioned over the crates

where penguins are housed to keep them warm as they begin preening to rebuild the natural oils in their feathers that keep them afloat in the water. A few have to be re-washed to remove stubborn oil traces or drips from the fish oil on which they feed. Volunteers administer daily doses of an antifungal drug to prevent penguins contracting the lung infection aspergillosis, which can kill them.

Twice-daily feeding is hands-on and full-on, again requiring two people per bird. One steadies the wriggling towel-wrapped penguin on a knee while the other deftly inserts six to ten fresh Peruvian anchovies in succession down its gullet. The two meals amount to half the penguin's body weight, explaining the 160-kilogram fish supply needed daily at the centre.





Feeding is followed by a swim in one of the common garden portable pools erected in the midst of the centre, fitted with perching platforms so the birds preen as well as swim.

“At this point they are clean but not waterproof. The birds themselves have to get waterproof,” says Gartrell. “Their feathers have lots of little barbules, which normally interlock to hold the feathers in place. During the wash procedure, they all get disrupted so the birds have to preen them back into place. That means going over every single feather several times.”

Let loose in the water, penguins dart and dive, delighting spectators. Close by, three shags and a shearwater recover in netting-covered pools.

It will take three to eight days of constant feather-coiffing for the penguins to achieve full waterproofing.

“We want the feathers dry to the skin, nothing but fluff,” says Michelle Bellizi, a Californian from International Bird Rescue.

A move to a custom-built ‘penguin palace’ is the next step. Designed and built by Manawatū-based Dwyer Technical Solutions, the five-star ‘penguin palaces’ have shallow pools for swimming and drained rubber-mat areas for waddling and

preening, and are equipped with running water to remove waste, as well as burrows made from upturned fish crates for night shelters.

They can accommodate up to 500 birds, not including the 60 rare, endangered dotterels kept apart in their own aviaries.

For now, he is pleased at how well things have gone, and to have entered a post-emergency phase. “The most rewarding thing for me is seeing how well my team has worked. We’ve had lots of plans and a lot of training in place for this, but there’s nothing quite like the real thing,” says Gartrell.

“The team has worked brilliantly together doing long hours, sometimes very demanding emotional work.”

For penguin 13754, the most pressing concern is the next feed. Anchovies again? ■

*Editor’s note: the National Oiled Wildlife Response Team’s Tauranga facility was finally decommissioned in early 2012. By February, just 25 little blue penguins and two grey faced petrels remained in the care of the wildlife facility on Massey’s Manawatū campus. These were birds that either needed to regain their waterproofing after having been washed – or were undergoing moult.*

The first release of 49 little blue penguins took place on 22 November 2011. Further staged releases occurred as the birds were judged seaworthy.

Maritime New Zealand





## Look and feel

**New Zealand by Design**

Michael Smythe, Godwit

Reviewed by Rodney Adank

When Michael Smythe embarked on writing *New Zealand by Design: A History of New Zealand Product Design*, he must have known he was taking on a considerable project. 'Product design' covers every made object and Smythe, who has practised, written about and lectured in industrial design, has felt duty bound to be conscientious. The result is a remarkable book, but one that at 480 pages, much of it set in a small typeface, is not to be read at a sitting.

Its scope embraces everything from rotary milking platforms (a revolutionary development in both senses) to '60s floral motif crockery; from pre-European Māori adzes to the latest electric Yike bike and Martin Jetpack.

This variety of subject matter makes for the sort of book that will certainly have surprises for the reader. Did you know that in Timaru a fellow called Cecil Wood was making automobiles in the late 1890s? I didn't.

Fancy some nostalgia? Anyone past the age of 30 or so is bound to come across products that summon up the spirit of a time, and baby boomers are in for a particular treat. Remember the '70s vogue for wooden toys, stoneware and the colour orange. How about the Trekka, a locally constructed vehicle with a Land Rover-like body on a Skoda-made chassis?

The book is a reminder of how far we have come. For much as we would like to congratulate ourselves on Kiwi innovation (of which there has never been a shortage), many of the products produced in New Zealand over the decades have been nothing to boast about. From the 1950s up until the

arrival of Rogernomics in the mid-'80, tariffs and import restrictions meant that good money was to be made manufacturing goods for domestic consumption that were little better than second-rate copies of overseas models.

And those who raised their sights higher were at the mercy of shifts in bureaucratic whim. Take the Poly1 educational computer of 1981. This was very much ahead of its time and several thousand were sold, only for the enterprise to be sold down the river when the Government reneged on a purchase agreement, a then cabinet minister reportedly saying that he and his colleagues could see no reason why Government should spend money so that teachers could do even less work.

But the post-Rogernomics world of the free market could be just as capricious.

Take the story of Tullen Snips. Tullen was established in 1971, basing the design of its first snips on an Argentinian product. It then serendipitously found itself a market in Europe. As the firm geared up to take advantage, a lucky blunder gave rise to a superior blade-hardening method. By the late 1970s, after its share of trials, the firm was exporting to more than 30 countries and had sold more than 10 million snips and cutters, and the devaluation of the New Zealand dollar in 1984 compensated for the simultaneous loss of export incentives. Why then is Tullen not a force in New Zealand manufacturing to be reckoned with today?

In 1985, Wilkinson Sword's home and garden division bought the company

(its interest being a Tullen innovation that would let it make stainless steel scissors with great rapidity), and shortly afterwards Wilkinson Sword's home and garden division was in turn sold on by its owners to the firm Fiskars, representatives of which arrived in New Zealand to inspect their new property.

Their verdict? The technology that Tullen was in the process of introducing to its new factory was a threat to Fiskars' other operations. The Tullen snips and cutters plant was packed up and transplanted to Wales, where the product is still made.

That iconic New Zealand success story Fisher & Paykel is another firm that came close to being taken over and dismembered by corporate raiders in the late '80s.

The good news is that a commitment to the principles of industrial design has entered into our culture, and those New Zealand companies that are succeeding often have a commitment to design at their core. Formway's famously successful Life chair began with a design brief "... demanding intuitive ergonomics, eco design credentials and the capacity to reach a worldwide market". For shower and tap manufacturer Methven, design R&D would create their point of difference. Fisher & Paykel established their international reputation with a product designed from scratch using industrial design processes: the DishDrawer dishwasher.

So does New Zealand design exhibit defining characteristics in the way that say Italian, German and Swedish design does? In the end Smythe pumps



for “an aspiration rather than an observation”. New Zealand design is “direct and to the point, and it doesn’t take itself too seriously. It offers ‘no bullshit’ honesty with a twinkle in its eye”.

This is clearly a labour of love, well designed and profusely illustrated. I found Smythe’s book immensely

satisfying, and intriguing, and its content constantly cropped up in my conversations. However, it would have rewarded a more rigorous fact-checking. The book contains a number of errors – one of them misattributing Massey’s research centre Affect to Victoria – although to his credit Smythe is maintaining an errata online.

My copy, well thumbed and tagged with Post-it notes, will be a long-term resident of my bookshelf.

✚ To find out more about *New Zealand by Design*, visit <http://designarc.org.nz/>.

*Rodney Adank is head of the Institute of Design for Industry and Environment.*

## Parcel post

### Your Books are in the Mail: Fifty Years of Distance Library Service at Massey University

by Bruce White, Palmerston North, Massey University Library

Reviewed by Craig Cherrie

Distance education has been a distinctive element of Massey University since the 1960s – the element that gives substance to its claim to be a truly national institution. The origins and development of this story were conveyed by Tom Prebble’s recently published 50th Jubilee history. Bruce White’s short history weaves more threads into the fabric of reflections provoked by the Jubilee, capturing the role of the University Library in the development of this ‘national’ service. The library, he argues, has been “the (frequently unacknowledged) third leg of the distance education stool”, the other two being teaching and learning.

Largely drawn from documentation of the Distance Library service, it carries more than a whiff of an insider’s perspective and is all the better for this. It is not, as the author notes, a “personal memoir”, but his presence in the history as someone who was there or thereabouts through a substantial period of the development furnishes insights and anecdotes that a more independent commentator could not draw on. The necessary record of developments is leavened by the writer’s assessments and asides on personalities, internal politics and the ebbs and flows of bureaucratic support and neglect.

As with many institutional histories, it is an account of a struggle for resources in the context of respective limited and expansive visions of the library’s perceived role in distance service provision. It conveys well the library’s efforts to improve the lot of the distance student, persistently lobbying for an equivalence of service with internal students. These efforts have seen the distance service rise from a 1960s’ one-woman operation of scant resources – a simple provider of requested books – through to its compound ‘new century’ roles of delivering not only a full range of academic sources but also evidently educative interventions in developing student skills in the discovery

and use of information resources. At its core is a story of sustained dedication by a succession of staff, often unrecognised except by those who they directly serve – the service continues to garner more thanks from students than any other section of the library.

At a broader level it is a useful examination of what constitutes a distance library service. One of several thematic threads running through the account is “an attempt to answer the question of [what is a library and] to continue to find new responses”. These notions are not static of course, so never quite fulfilled. ‘Service’ is a slippery concept that has continued to evolve in concert with educational, technological and political innovations and ideologies. Another persistent thread is this tension

between the expectations of service pricked by the educational and technological drivers and the library’s resourcefulness in rising to meet these.

The writer conveys well the influences of larger forces on the national stage. The service evolves from the creatively making do with little through the early years in a context of narrower distance education visions, to the maturing of services in the 1980s and the seeking of national solutions to the ‘loneliness of the long distance student’ before such “communitarian approaches” were hobbled by Rogernomic ideals of institutional competitiveness. The introduction of fax delivery in the 1990s, and then the seizing of

significant opportunities offered by the implementation of digital tools in this century, brings the story to the present, but not to an end. The affordances of rapid technological advances are still of course revealing themselves and, given where tertiary institutions and their libraries are heading, new accounts will be required. *Your Books are in the Mail* celebrates 50 years of service and adds another useful layer to the history of the complex assembly of communities that comprise a modern university.



## Ice with that?

### Tara Arctic: A New Zealander's Epic Voyage

By Grant Redvers, Fraser Books

Reviewed by Malcolm Wood

There is something about the heroic era of polar exploration that resonates still. Names like Robert Scott, Roald Amundsen, Ernest Shackleton and Fridtjof Nansen have a magic to them, and some images too are iconic. One of them is that famous picture of Shackleton's ship *Endurance* hopelessly locked in the pack ice (eventually the ice would win), a spectral vision in the polar night.

So when I saw the cover of Grant Redver's book, I gave it a double take. Here, a little less than a century later and in the other hemisphere was another boat engulfed in ice, its shrouds glittering with ice against the blackness. This was the yacht *Tara*, Redver's home for 18 months: a 25millimetre-thick aluminium hull held in a metre or so of ice above 1000 metres or more of ocean.

It was a boat with a New Zealand connection. Launched as *Antarctica* in 1989, the 36-metre yacht was renamed *Seamaster* by Sir Peter Blake, when it was bought by Blakespeditions, and he was on it at the time of his tragic death in the Amazon. She was then bought by Frenchman Etienne Burgois, and renamed *Tara*. Blake would have approved. Like Blake, Burgois wanted to use the yacht to study and publicise the changes affecting the planet.

*Tara's* mission became the one for which she had originally been designed. In 1893 Nansen took a specially designed and strengthened ship, *Fram*, and deliberately sailed her into the polar ice pack, where the ice froze about her. Over the next three years, the *Fram* and its surrounding ice were carried hundreds of kilometres by the circumpolar current before being released. The *Tara*, with its hull contour designed to ride up above the ice, was purpose designed to be the 20th-century *Fram*.

Under the aegis of a multination project called Damocles, *Tara* would drift with the ice over two Arctic winters and the intervening summer, along the way taking measurements of atmosphere, ice and sea, publicising the issues affecting the Arctic, and acting as a base camp for an assortment of scientists, journalists and artists, who were carried in and out by plane.

How did Redvers become part of this? In 2004, Redvers, who had worked at Scott Base and had sailed a yacht to the Antarctic Peninsula, hassled the newly formed *Tara* expeditions venture into taking him on as a diver and deckhand during the yacht's docking in Argentina. Although Redvers tends towards self-effacement, he must have been doing something right. For the polar drift, the Kiwi – who in the lead-in to the

expedition could “barely speak enough French to order a croissant” – was appointed expedition leader.

Redvers wanted “to really understand the state of environment on a personal level, to feel The Ice was my back garden, not a foreign wonderland”.

No doubt he got this. He also got the trials of dealing with Russian bureaucracy and of presiding over a cosmopolitan and sometimes fractious crew of expedition members and two dogs. One crew member had a volatile temper; another took to marathon meditation sessions. Redvers instituted rigorous work schedules, but also made sure that there was time out: there were sports days and birthdays, and a banya – a Russian steam bath – was a popular fixture. Lectures were held. Redvers became a recreational knitter.

Then there were the excitements. The ice around *Tara* broke up a number of times, on occasion taking equipment and, happily temporarily, people with it.

Pressure waves threatened to crush the boat (shades of *Endurance*), and over the winter a stalactite of ice many metres long sprouted beneath the hull, crushing a propeller casing. (Redvers went scuba diving to remove the casing.) Leaks filled the yacht's bilges and threatened worse until fixed. Polar bears visited; an expedition dog was lucky to end up with no more than a few stitches after a too-close encounter.

So what is happening in the Arctic? For one thing, *Tara* found that the sea ice is drifting twice as quickly as it did in Nansen's day. The ice is

thinning, retreating and getting younger year on year. The evidence all points to dramatic and near certainly anthropogenically generated climatic change.

Meanwhile, in New Zealand the Government has said it will slow down the pace of adoption of an emissions trading scheme, Britain is dismantling its subsidies for solar power, and post Fukushima a number of nations, including Germany, are stepping away from nuclear power.

And much of mankind's activity in the Arctic is about territorial national self-interest, about securing oil and gas resources or newly ice-free sea passages. One of the visitors to *Tara* was a group from a Russian icebreaker, which was returning from having used mini submarines to plant a titanium flag on the seabed.

Redvers' book is a worthy addition to the annals of polar exploration. He is one to watch.

*Editor's note: A profile of Redvers appears on page 54.*







**Torbay tī Kōuka**  
A New Zealand Tree in the English Riviera  
By Wayne Barrar  
University of Plymouth Press

## Oddly familiar

Michelle Holl writes.

Few plants are as emblematically Kiwi as the cabbage tree (tī kōuka), but that hasn't prevented other nations from taking ownership: in a hybridised and rebranded form, the cabbage tree is now embraced as an emblem of southwest England.

In 2011, Massey Associate Professor and Director of Photography Professor Wayne Barrar became the first international artist-researcher to receive a residency from the Research Group for Land/Water and the Visual Arts at Plymouth University in the United Kingdom. The cabbage tree photographic project was undertaken during his residency.

Barrar's photographs first formed an exhibition (McNamara Gallery, Whanganui) and now feature in a book designed by Massey lecturer Anna Brown. (Incidentally, Brown's font choices included 'Feijoa', by New Zealand typographer Kris Sowersby – an allusion to exotic species that have altered New Zealand's domestic landscape.)

As Philip Simpson notes in an essay that prefaces Barrar's book, for those promoting the tourist appeal of the Torquay, Paignton and Brixham area, the robust *Cordyline australis* has obvious appeal: it looks like an inhabitant of the luxuriant tropics but thrives in a less-than-tropical climate.

Cabbage trees, Simpson tells us, were probably first brought to southwest England in the 1820s as seed from Edinburgh: a two-stage migration. Later, "more sturdy cordylines were imported to southern England by John Standish, a nurseryman from Bagshot in Surrey, and a plant provided by him to Kew Gardens created a sensation when it flowered in 1868". Later waves of planting included public efforts to comfort New Zealand World War I veterans.

Barrar's photographs show cabbage trees used as specimen trees in domestic gardens, clustered on traffic islands (which Barrar describes as "kind of metaphors for tropical

islands") and nestled among English seaside tat. "It's an exported landscape, yet some of the images could not possibly be New Zealand," says Barrar.

In fact, many Britons probably have no notion of the cabbage tree's origins – or indeed know it as a cabbage tree. In England, it has come to be known, among other names, as the 'Manx palm', 'Brighton palm', 'Torquay palm'



To see more of Wayne Barrar's work, including slide shows, visit the definingnz website:

 [definingnz.com/category/wayne-barrar](http://definingnz.com/category/wayne-barrar)







Cordylene (Torbay Dazzlers) in Paignton, England 2011.

and 'Torbay palm'. Its very identity has been appropriated and colonised.

But the plant too has changed. According to Simpson, people started breeding cordylines in Europe in 1870. Hybridisation has produced cabbage trees better able to endure the British cold as well as "forms and colours suitable for indoor- or boutique-garden culture". Red Start, Sundance, Sunset, Coffee Cream, Razzle Dazzle... the names sound like tropical cocktails. In 2004 a cabbage tree variety called Torbay Dazzler took the Royal Horticultural Society Award of Garden Merit.



Gorilla fringed in cordylene, 'crazy golf' course, Torquay, England 2011.

Left: British bulldog/cordylene trees, Torquay, England 2011.

# V&V at the Palmerston North Library

I stack Vita  
on Virginia and slip  
over to a chair by Literature  
where Virginia invents  
the pushed-back sheets, the light  
the exact crisp of air and Vita  
she invents the mud and the advent of blue  
under early Spring trees.

I was there early spring one year, at Sissinghurst,  
when it was closed and I stole  
through the small door  
and walked with them in the garden –  
Virginia's face a lovely question mark under  
her floppy hat and Vita's  
heavy coat flap flapping against her boots, her stride,  
until a gardener, at a distance,  
leaned on his shovel, or spade, and looked  
questioningly, almost lovingly.  
I was reluctant to leave.

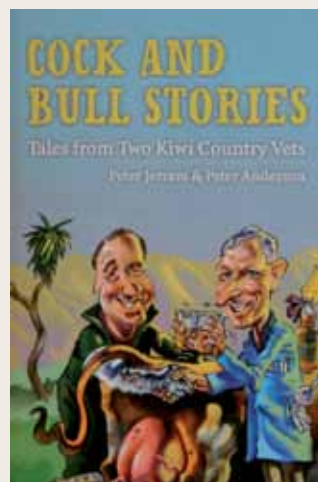
The fire alarm rips along my arms and I am  
keen to leave. I slot  
books back in the remembered gap and follow  
a man down stairs and others follow me.  
We grow clumsy hooves instead of feet  
and stumble-bump towards plains  
toward the plains from there  
to look back, shyly, at what might kill us  
now or one day  
and here in Palmerston North or  
Pukerua Bay

not on her streets of London  
where it is best to walk in winter  
because the air the air  
and the cold of the black railings  
and the not quite home and not quite  
there. Our hooves  
turn back to hands and feet  
we lift our faces  
the better to smell  
the damp yellow-black daffodil  
winter  
Virginia invents  
along with the pushed-back sleeves, the light,  
the exact crisp of air  
and Vita.

Massey's 2011 Writer in Residence, Lynn Davidson is the author of three collections of poetry, *How to Live by the Sea*, *Tender* and *Mary Shelley's Window*, and a novel, *Ghost Net*.

## Animal kingdom

Cock and Bull Stories:  
Tales from Two Kiwi Country Vets  
By Peter Jerram & Peter Anderson  
Random House, RRP:\$39.99  
Reviewed by Natalie Lloyd



When asked to write this review I thought I might be in a fairly good position to both enjoy this book and empathise with its authors. For one thing, like Peter Jerram (one of the two authors) I am a small animal veterinarian, and, for another, as my husband's parents were born and bred and still live in Blenheim, I have a reasonably good working knowledge of Marlborough where the tales are set.

Peter Jerram and Peter Anderson, the co-authors, are known within the small New Zealand vet fraternity as incredibly experienced, innovative, all-round good guys who are very generous with their time. This comes across in the book. Their practice in Blenheim is modern and successful and a tribute to their hard work. It is certainly an advance on the enterprise they originally set up 30-odd years ago, which they originally proposed to christen Pete and Pete's Pussy Parlour!

The book is a lighthearted, retrospective view of their amazingly varied careers. It is written as a series of short, easy-to-read chapters, alternating between the two authors. They seem to have put their hands to an incredible array of veterinary jobs, including being a vet assisting the now-abandoned live sheep exports to Saudi Arabia, helping to educate the farmers in Kosovo after the conflict in Yugoslavia, and assisting with the set-up and veterinary care of the animals at the now-defunct Marlborough Zoological Gardens. Somehow along the way, Pete Jerram became one of New Zealand's foremost experts on artificial insemination for dogs.

They have approached their work open-mindedly (something that is critical to survival as a vet!). To avoid non-income-generating time on the road, Peter Anderson learned to fly, in doing so fulfilling a boyhood dream, and took to flying between some of the practice's high-country-station clients. His flying career has resulted in a few hair-raising stories and some hilarious anecdotes!

The small animal side of things is equally warm and entertaining. I think most good small animal vets will have amassed a set of 'James-Herriot-like' tales. That is the nature of the job. You become an advisor, friend and sometimes confidante to people who bring their pets to you, seeing them through exciting ('meet my brand new puppy/kitten'), traumatic (dealing with acute illness or injury) and sad times (that inevitable final goodbye). The relationships we build with people and the beauty of the little heroes we treat every day mean we end up with a wealth of hilarious stories to share – and Pete Jerram's collection certainly does not disappoint.

All in all, this is a highly enjoyable read and easily recommended. The two Petes are humorous and smart witted and their prose is conversational and relaxed. You certainly don't need my background in either local or technical knowledge to thoroughly enjoy it!

Natalie Lloyd owns the Tasman Street Vet Centre with her husband David. She has been a vet in Wellington for 15 years, with a two-year stint in the UK. Natalie has two young children and between them, the practice and battling sleep deprivation she loves it when she can find 'spare' time to read.



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# Alumni

## notes and news



The schooner *Tara* held by the Arctic ice during the months of polar night.

“When conflicts arose, I’d bring out this big box of Kinder Surprise chocolates stashed in my office. Grown men would suddenly stop squabbling.”

—Grant Redvers talks about managing expedition dynamics in the Arctic (see page 54)



Jasmine Groves  
Alumni Relations Manager

## Looking ahead Jasmine Groves writes.

A year has passed since the last *Massey* magazine, and the alumni team have been busy!

In 2011 the alumni relations office invested in a full-sized Massey mascot, and Fergus the Ram will now join alumni, students and friends at many of our events and functions. You can purchase a much smaller version of Fergus from our online alumni shop at [alumnishop.massey.ac.nz](http://alumnishop.massey.ac.nz).

Last year was a busy year for alumni social events, and several functions were held in New Zealand as well as a handful internationally. I would especially like to thank the alumni who spoke at these functions and helped to make them so successful. Special mention must go to the likes of Dr Gregor Reid, Linda Jenkinson and Professor Jacqueline Rowarth to name but a few.

2012 will see a continuation of events both at home and abroad. Many of your favourites are on the calendar, including National Fieldays, the LA Brooks Rugby Challenge and the Taupo Cycle Challenge, so keep your eyes on the events calendar.

This year the alumni team will be trying to visit as many of you as we can. There will be two tours of New Zealand, one in July and another in October, and some of Massey's academic staff will be travelling with us. In July Professor Glyn Harper will be speaking about New Zealand's involvement in World War I. We hope to see many of you at these events as we pass through Auckland, Palmerston North, Wellington and Christchurch.


Those of you who engage with social media will be pleased to know Massey is increasingly popular. The use of our social media has climbed 27 percent, representing an additional 2500 users. Do visit us on LinkedIn and Facebook.

The bi-monthly email newsletter *alumni@massey* has a fresh new look and we are trying to give you a sampling of alumni stories as well as university news and events. To contribute your news or stories, email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz). We would love to hear from you.

On the fundraising side, an inaugural appeal to Massey's alumni raised over \$30,000 nationally. The appeal is continuing in our international locations and will be rolled out to alumni in the USA in June. This was truly a great response. The fundraiser will now become an annual event on the alumni calendar and we hope that year on year it will grow, reaching a target of \$100,000 per annum by 2016. Donations made by alumni can make a significant difference to the income of the university, especially in times of economic uncertainty. We thank you all for your generosity.

If you plan to visit the Albany campus, make sure you pop in to the new student amenities building. Not only is it a stunning building, providing a long-awaited public area for students and staff alike, it also houses a UniMart, where you can purchase Massey-branded merchandise. If you are unable to shop in person, you can always browse our online shop: [alumnishop.massey.ac.nz](http://alumnishop.massey.ac.nz).

As always, keep in touch, and if you move house or change career during the year, let us know so we can keep you updated about the events being held in your area. To do so, visit [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz) or email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

I look forward to hearing from you. 

## LOOKING FOR LOST ALUMNI?

### DO YOU RECEIVE *MASSEY*, BUT HAVE ALUMNI FRIENDS WHO DON'T?

Does *Massey* get delivered to your parents, friends or flatmates? Do you get *Massey* but not the bi-monthly e-newsletter or invitations to events?

If any of these scenarios fits you or your friends, colleagues or family who are alumni, let us know your latest contact information. It's easy to keep us updated: email your latest details to [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz) or visit [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz) to update your profile.





## HAVE YOU EVER WORKED IN A FAR-OFF PLACE?



**Started a company? Climbed Everest? Undertaken ground-breaking research? Run a marathon? Whatever the journey, we would love to know what you have been doing since Massey!**

It's easy: jot down 200 to 250 words about any success, event or news and we will try to share it in our upcoming publications and e-newsletters. Got photos to go with the story? We are happy to have those too. You can email stories and images to [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

Or you can log in to the Online Community and post them as part of Notes and News: [alumnionline.massey.ac.nz/NetCommunity](http://alumnionline.massey.ac.nz/NetCommunity).

**All updates received by 29 June 2012 will go in the draw to win one of three 'Massey Packs' valued at over \$100. Each pack will include a Massey hoodie, T-shirt and the *Through the Seasons* coffee table book. We will send it to you wherever you are in the world.**

## Help us help you!



### Networks

Network face to face with other alumni or join one of our virtual networks: Online Community, LinkedIn, Facebook.

### Events

The 2012 calendar is now available. There will be additions throughout the year but this will give you some 'save the dates' to put into your calendar.

### E-newsletter

Keep in touch with news from the university and find out about events that are planned in your region by subscribing to our bi-monthly e-newsletter. To subscribe, visit [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz) and follow the links or email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

### Alumni portal

The alumni portal [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz) is where you will find everything you need to know about Massey's alumni and what the alumni relations office has planned. Here you will find the alumni Online Community. Register as a member to keep in touch with other alumni, find out about joining chapters and networks, view the latest news and events, and discover the benefits and services available to you. When you visit, don't forget to update your details so we can stay in touch.

### Online shop – memorabilia, apparel, souvenirs

Our expanding range of memorabilia and apparel now includes casual clothing with a contemporary campus feel, and heritage-inspired Heartland apparel – a tribute to Massey's spirit and unique place in the world. As the range grows, we're sure you'll find the perfect souvenir. Visit our online store at [alumnishop.massey.ac.nz](http://alumnishop.massey.ac.nz).

### Benefits and services

We are always on the lookout for benefits and services that can be offered. If you want to find out what benefits and services are currently available, visit the alumni portal. If you are associated with a business or service that would like to provide a benefit to Massey alumni and friends, staff and/or students, contact [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

### NZUniCareerHub

If you are an employer, NZUniCareerHub easily allows you to distribute information about your organisation and vacancies to job-searching students and recent graduates throughout New Zealand. To connect with employers and find out about their job vacancies, graduate programmes and employer events, visit [careerhub.massey.ac.nz](http://careerhub.massey.ac.nz).

### Join the Massey library

Massey University library offers alumni and friends a 50 percent discount on membership. For \$100 annually you can have the same borrowing privileges as an undergraduate distance student. Borrow books in person or have them delivered to you anywhere in New Zealand. Contact the alumni relations office for more information.

### Find a classmate

With a database of over 100,000 names, there is a good chance that we can help you to get in touch with your former classmates. Contact us with information about who it is you would like to catch up with, and, if it is possible, we will help you. To protect the privacy of alumni, this process is carried out in accordance with the Privacy Act (1993).

# EVENTS

2011 saw us hold dozens of events, both domestically and internationally. Pictured here is a selection of the locations Massey visited.

In 2012 the alumni relations office continues to focus on building value-added networks, not just here in New Zealand but also with the 9000 alumni living overseas.

Keep an eye on our events calendar and make sure we have your physical address so we can invite you to events nearby – you can update your details by visiting [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz).



2011 was the second year the alumni relations office hosted alumni, staff and students at the Taupo Cycle Challenge. Ron Werner, Fergus Ram and Grant Wiggins show off their Massey cycle tops.



Professor Gregor Reid, recipient of our 2011 Distinguished Alumni Achievement Award, was our guest speaker in San Francisco. He is pictured here with guests at the Irish Bank.



The setting for this year's London function was New Zealand House. A good cohort of Kiwis turned out to enjoy the evening.



Singaporean alumni hold up our new alumni lapel badges. The badges, which were introduced in 2011, are given out to guests at every Massey alumni event.

## Let's get together

Reunions are a great way for alumni to stay connected to class groups or people with similar qualifications. This year there have already been a number of reunions, with more planned. We would love to hear from

alumni groups who have reunions planned. We can help out in a range of ways. First, we can help you to locate classmates and other alumni who might be interested. Second, if you are planning to come to one of the campuses, we can help to book

venues, provide you with information and help you to make contact with potential speakers.

If you know of reunions coming up, email us at [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz) and we will add them to our events calendar.





One of the notable speakers at this year's March Field Days was Hayden Lawrence, who spoke about the role of precision engineering in the future of farming. Hayden gained his PhD in agricultural engineering in 2007.



Rt Hon Helen Clark was Massey's guest speaker at the Cornell Club in New York in September. She is joined in this picture by members of the Friends of Massey USA Board, Linda Jenkinson, Dr John Reid and Dr Wayne McIlwraith.



In April 2011 Professor James Chapman, Pro Vice-Chancellor for the College of Education, hosted an event in Jakarta.



A new crop of Massey grads is welcomed into the alumni fold at an after-5 function in Wellington.



MBA students pictured on their European tour.

## 2013 Special year for vets

In 2013 Massey celebrates 50 years of veterinary education (1963–2013) in New Zealand! We want vet alumni and former staff to join us in the celebrations. We've lots planned and will keep you informed. We are really excited and looking forward to renewing friendships and meeting people we haven't seen for a while.

So put Friday 5 July 2013 in your diary to come to the 50 Year Vet Gala Dinner in Palmerston North. Join us at Massey for the professional development symposium during the day.

To find out what's planned, visit us on LinkedIn (groupVets@Massey) or Facebook.

## 2012 events

Events are being added to our calendar all the time, so for the most up-to-date list and full details visit **alumnionline.massey.ac.nz**. You can also register to attend events online.

### *National Fieldays, Hamilton (14 June 2012)*

Join us at the Ferrybank in Hamilton and get together with other alumni and agribusiness folk.

### *Centenary History of New Zealand and the First World War (July 2012)*

Hear notable war historian Professor Glyn Harper speak about the pivotal significance of New Zealand's engagement in the Great War. To register your interest, email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

Auckland 16 July, Christchurch 17 July, Wellington 18 July, Palmerston North 19 July.

### *Sydney, Australia (5 September 2012)*

Join us for an after-5 function at the Hotel Coronation, 5-7 Park Street.

### *LA Brooks (September 2012)*

Support Massey and come and watch the Massey Ag XV contest the MOG Trophy on the Manawatu campus. The LA Brooks Trophy game, between Massey and Lincoln Universities, will no doubt be enjoyable. Old friends and supporters of Lincoln and Massey will be able to cheer for their sides.

### *Tauapo Cycle Challenge (24 November 2012)*

Massey University is encouraging alumni, students, staff and friends to ride around the lake. We will be hosting an alumni function before the prize giving – look out for our marquee. For full information and to RSVP for any of these events, please email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).



# The big chill

**Redmer Yska** meets polar adventurer and scientist **Grant Redvers**.

Some events are life altering. For scientist-adventurer Grant Redvers, his life falls into three neat divisions: Before *Tara*, During *Tara*, and After *Tara*.

*Tara*, a 36-metre aluminium-hulled French schooner, was Redvers' home during a momentous recreation of a voyage made by Fridtjof Nansen in the 1890s. Nansen, seeking a means of nearing the pole, built a robust, round-hulled ship called *Fram* and deliberately allowed it to be captured in the Arctic sea ice. He theorised that the vessel and its surrounding ice would be carried by the circumpolar current to within striking distance of the North Pole.

As part of project DAMOCLES (Developing Arctic Modelling and Observing Capabilities for Long-term Environmental Studies), *Tara* was to follow *Fram*'s example, while her inhabitants collected data and worked to focus world attention on the melting of the Arctic ice due to anthropogenic climate change.

At the helm, presiding over a polyglot crew of senior scientists and specialists for the 506-day duration – including the months of Arctic winter darkness – was Redvers, a lean, mildly spoken Kiwi, just 33 at the start of the expedition.

People, he says, not the unforgiving environment, were his greatest challenge. Indeed, during times of duress – the Shackletonian moments, when the ice broke up, swallowing equipment with it, or polar bears came visiting – the crew gelled as one. It was when the stress relented, and people reverted to their everyday patterns of behaviour, that problems arose.

One gruff Russian spoke nothing but his native tongue. A French cameraman isolated himself for countless hours in his cabin, 'meditating'. Tempers frayed. Redvers found that as a New Zealander he was a natural conciliator.

"We are the peacemakers, as opposed to French or Russian culture where they like to butt heads. If they've got a problem they yell and scream about it. They let it out – and everyone's happy."

He found a way to lighten tensions. "When smaller conflicts arose I'd bring out this big box of Kinder Surprise chocolates stashed in my office. Grown men would suddenly stop squabbling and start building the toys inside the eggs."

"Bigger issues, however, required serious diplomacy, listening, discussion among the team, and sometimes me just laying down the law if I felt we had reached stalemate with diplomacy."

In his leadership style, Redvers drew on his experiences as a science technician at Scott Base in the late 1990s. "I modelled the operation of the boat as a polar base. It was that Anglophone way of doing business: 'Right, we're going to have a meeting'. Some felt it was a bit over the top, but the other way of doing things, what I call 'freestyle Francophone', can often degenerate into chaos."

Understanding each other's cultures became a priority. "I would regularly organise social events related to the people on board and where they came from. That helped bond the team."

As leader, Redvers had to present the appearance of being calm and in control no matter what. Like Scott and Shackleton before him, he was lucky enough to find a confidant in the team doctor. He also had something the polar explorers of yore had lacked: a satellite phone. In times of trouble, he could always place a call home to Masterton.

"There were a couple of times, particularly through the first winter when we really had our backs to the wall. At times like that, the occasional word with my parents would really make me hang in there."



"The continuing burden of responsibility didn't hit me until afterwards. It's really only in the past year or 18 months that I've felt I'm back on an even keel."

Raised in small town Masterton, Redvers enjoyed a garden-variety Kiwi outdoors upbringing, tramping in the nearby Tararua's, mastering white-water kayaking, and sailing dinghies.

"I went off to university thinking I want to learn more about the physical science behind these natural environments. I'll get a job somehow that helps me protect, manage and appreciate these areas."

After gaining a physical geography degree at Massey and working for three years with the Wellington Regional Council as a surface-water hydrologist, Redvers applied successfully for a position as science technician at Scott Base in the 1997-98 summer season.

One of his responsibilities was monitoring sewage and wastewater discharge – and a detailed study of Scott Base's sewage and wastewater discharge systems would later become the subject of his Master's degree in environmental science at the University of Auckland.

In pursuit of his Master's, Redvers went back to the ice for two more seasons. "The poo monitoring led a to bit of ridicule. The first season my nickname was 'Poo Boy'. And by the time I graduated it was 'Dr Poo'."

A job with a private Auckland consultancy doing hydrology, storm-water and contaminated site management followed. "It was very much a suit-and-tie deal and the interesting stuff was contracted out. I was more like a project manager and accountant. I stuck with it for a year."

He escaped to sea. A colleague at the consultancy introduced him to Welsh glaciologist Alan Hubbard, who was looking for crew to sail with him to Antarctica on a scientific mission.

"There were four of us, very inexperienced sailors. It was bloody ridiculous. We pointed south into the southern oceans, then went east. It took almost six weeks to get to Chile; most boats do it in three or four. It was horrendous: we got knocked over twice, southwest of Cape Horn. That was my baptism in the world of polar sailing. I'm surprised it didn't put me off."

Far from it. From then on, Redvers' life would revolve around research, natural history and climbing expeditions on the Antarctic Peninsula.

Then in 2004 Redvers talked his way into a deckhand job on board *Tara*. Alongside its crew of French scientists, he completed voyages to

Antarctica, South Georgia and Patagonia. In 2006, he was invited to lead *Tara* into the Arctic.

So what of the years AT (After *Tara*)?

In 2005, Redver crossed paths with a young French Canadian biologist-videographer on the South Atlantic island of South Georgia. Pascale Otis was heading south to overwinter on the Antarctic Peninsula aboard a Canadian boat. Redvers, on *Tara*, was heading north to the Arctic.

But after their expeditions were over, they met up in New Zealand. Otis later assisted Redvers with a film about his 2009 trip to the west coast of Greenland with a team of glaciologists and climate scientists aboard the yacht *Gambo*.

During the summer of 2011-12, the two helped to lead parties of students to the Antarctic as part of the Students on Ice expeditions. Redvers raised funds to include a pupil from his former college.

This northern summer, they head to the Arctic aboard the yacht *Arctic Tern*, part of a so-called 'Last Ice Area' initiative, spotlighting the loss of sea ice in

It was that Anglophone way of doing business: "Right, we're going to have a meeting"...the other way of doing things, what I call 'freestyle Francophone', can often degenerate into chaos.

the polar ice cap.

"Our role on *Arctic Tern* is to take World Wildlife Fund representatives to Greenland, Ellesmere Island and Baffin Island, the 'last ice area'. They will meet with community groups to learn about the changes they are likely to experience in the future and engage them in discussions about solutions or ways to adapt. We will be filming and providing some support for scientists working in the area.

"Climate change is an issue we've got to deal with as a global community – or we're going to be forced to deal with the consequences."

*Tara Arctic*, Redvers' account of the expedition, has been published in French and English and recently went through a third reprint. See review page 44.



At top, left: Redvers and partner Pascale Otis are pictured together in Antarctica last summer. Clockwise, bottom left: A polar bear inspecting *Tara* equipment; Redvers in Antarctica on board the yacht *Spirit of Sydney*; a group photograph of the *Tara* crew; and Redvers and companion surfacing, after diving through the sea ice, during the *Tara* expedition.

In March 2012, members of the Massey community gathered in the Great Hall of the Wellington campus Museum Building to recognise and celebrate the achievements of staff and alumni.



## Massey Defining Excellence Award winners 2012

Sir Graham Henry, Sir Geoffrey Peren Medal, for his contribution to rugby and teaching; Stephen Jennings, Distinguished Alumni Achievement Award (*in absentia*); Sue Suckling, Distinguished Alumni Achievement Award for her contribution to science, innovation and business; Dennis Oliver, Distinguished Alumni Service Award for service to the community and nation; Luke Di Somma, Distinguished Young Alumni Award for his contribution to music.

## Massey University Research Medals 2011

Professor Paul Moughan, Individual Research Medal; Dr Lara Shepherd, Early Career Research Medal; Professor Michael McManus, Supervisor Medal; Sleep/Wake Research Centre, Team Medal.

## Massey Teaching Excellence Awards 2011

Dr Mark Henrickson (*in absentia*), Dr Nigel Parsons and Dr Gina Salapata, Sustained Commitment to Teaching Excellence Awards; Professor Tony Signal, Excellence in Teaching First-Year Students Award; Neil Ward, Excellence in Teaching Support Award; Dr Brennon Wood, the Darrylin O'Dea Award in the field of e-learning.

Sir Graham Henry	Stephen Jennings	Sue Suckling
Dennis Oliver	Luke Di Somma	Professor Paul Moughan
Dr Lara Shepherd	Professor Michael McManus	Sleep/Wake Research Centre, Team Medal
Dr Mark Henrickson	Dr Nigel Parsons	Dr Gina Salapata
Professor Tony Signal	Neil Ward	Dr Brennon Wood





## NOTES

### 1955

**Frederick V Ellis**, Diploma of Wool & Wool Tech Design, writes: "I have just been handed a copy of *Massey*. I am amazed at the similarity of my wool career to that of Hazel Riseborough (*Massey*, May 2011). I followed the Diploma of Agriculture course (sheep option) 1950-52, then the wool course 1953-54 (under Kel Watt). Hazel won't remember me but I remember her very well."

### 1967

**Michael Smythe**, Diploma of Industrial Design, writes: "I enjoyed an ideal post-graduate experience as the first industrial design graduate to be employed at Fisher & Paykel. It was after completing my diploma at Wellington Polytechnic (now Massey CoCA). Four years with JASMaD (now Jasmex) followed before I embarked on various incarnations of private practice. In 2011 my book *New Zealand By Design: a history of NZ product design* was launched at Massey CoCA. It has enjoyed excellent reviews which may mean more people will read of the 125 years of design education in Wellington, the outstanding work of its graduates and much, much more!"  
For review see page 42.

### 1977



**Patrick A Hesp**, Bachelor's and Master's degrees in geography at Massey (pictured) has been the R.J. Russell Professor in Geography and Anthropology in the College of Humanities and Social Sciences at Louisiana State University for the past eight years. He was awarded a Fulbright Fellowship in 2011. The award will allow Patrick to spend three months in southern Brazil

conducting a detailed drilling and dating programme on coastal barriers. These barriers provide evidence of alternating sediment supply and coastal storms, and climate histories in the past 7000 years. An expert in coastal beach and dune systems, dynamics and geomorphology, Hesp has spent the past decade conducting research in Brazil, as well as in Canada, the USA, Mexico and China. For more information: [www.coastalsystems.co.nz/who\\_we\\_are\\_hesp.html](http://www.coastalsystems.co.nz/who_we_are_hesp.html).

### 1978

**Franco T Bawang**, Diploma of Horticultural Science, returned to work at Benguet State University, Philippines after finishing his diploma at Massey. Within three months, he was promoted to assistant professor and assigned to teach in college.

He writes: "While teaching, I continued my studies and finished a Master's degree, and had another scholarship to finish a doctoral degree. I went on to achieve several awards: 'The most outstanding University Vice President and exemplary Head Educator of the Philippines' (2006); 'Outstanding Teachers of the Philippines, College level' (1996); 'Gintong Ama (Golden Father), and Ullirang Ama (Outstanding Father); Best educational researcher in Asia' (1985); and 'Outstanding educator of the Philippines' (1985).

**John K Moore**, Diploma of Education, began his career as a Bachelor of Agricultural Science graduate from Lincoln College (then part of Canterbury University). He writes: "I headed for Australia where I lectured at Longerenong Agricultural College in western Victoria. From there I went to Tanzania to help establish a farmer training centre. In 1974, while at Christchurch Teachers' College, I began my Diploma of Education. Then came high school teaching in Otago (where I finished the diploma extramurally). I moved to Christchurch Polytechnic to establish day release trade farming and farm management courses around Canterbury. I became interested in finding out how farmers acquired information to help them farm better. A JR McKenzie Fellowship in 1987 allowed me leave to survey 110 farmers in Canterbury. The outcome was *Learning on the Farm*, published by the New Zealand Council of Educational Research. I

discovered that many farmers had a poor academic background, and that successive governments had given little encouragement to farmer training. My diploma studies fired up my interest in education. I'm forever grateful for the opportunity to do the extramural study, and the things this opened up for me."

### 1980

**Philip J Bradbury**, Bachelor of Business Studies, later Associate Chartered Accountant, plus further qualifications in accounting and business coaching. He writes: "I moved surreptitiously into lecturing at polytechnic, university and chamber of commerce. I ran my own personal development courses in NZ, Australia and South Africa and then moved sideways into publishing as an editor and later, publisher of magazines and books. I am now lecturing at an Iranian university (Azad) in Oxfordshire, England, as well as being commissioning editor for O-Books. Have had 14 of my books published."

### 1984

**Mark J Davis**, Bachelor of Food Technology (product development and marketing). He writes: "I left for Melbourne, Australia and have been employed in the food industry since. My first five years were spent in quality management at what are now Smith's snack foods, followed by 13 years as Technical Manager at VDIA/Australian Milk Marketing (leading fresh milk brands). I started my own business in 1991, selling the first specialty lactose free milks in the world for cats and dogs. The business, Appetite Foods, and its affiliate company Blackdog pet food, supply supermarkets and pet food chains locally and around the world with many naturally based treats for dogs. Our brand, Pets Own, is the leading pet milk in the world having spurned many copycat brands. It remains the leading brand in Japan."

**Chris Gatward**, Bachelor of Science (zoology, 1982) and a 1983 Diploma of Science in zoology. He writes: "Thanks Clare Veltman and Prof. Springett! I took advantage of a student exchange program from Massey and worked in the US for a few months where I met my wife. After some back and forth, I moved to California where I have been since. I have an environmental consulting company (M3 Environmental) located in

## Hallmarked

The 2011 inductees into the College of Creative Arts' Hall of Fame are Collette Dinnigan, Arthur Riley, Joseph Churchward and Mark Elmore.



Arthur Riley founded the Wellington School of Design in 1886 when he was in his mid-20s. Riley, who was a leading advocate of planned technical education, argued that vocational training could not be left to chance if New Zealand were to compete internationally. He saw art as an inextricably vital part of daily life and industry.



Australia-based fashion designer Collette Dinnigan's collections are stocked in 145 stores in Britain, Europe, Russia, the USA, Japan and the Middle East. Her delicate dresses are frequently seen at red carpet events and have been worn by Angelina Jolie, Charlize Theron, Halle Berry and Kate Hudson. Dinnigan studied fashion design at Wellington Polytechnic, completing a certificate in clothing and textiles in 1984.



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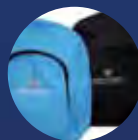
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Monterey, California which began operating in 2005. We specialize in asbestos, lead paint and indoor air quality services. I frequently visit NZ and often drive through the Palmerston North campus for old times' sake."

## 1988

**Cherie J Montgomery**, Bachelor of Business Studies in marketing, initially worked in healthcare IT in New Zealand. She writes: "In 2000, I transferred to Siemens Healthcare HQ in Malvern, Pennsylvania, and have been based out of Philadelphia for ten years. I love visiting home and seeing how much we get done for our size. I have watched the Albany campus grow and think it is amazing! My biggest adventure was settling into US culture and trying to understand their healthcare system. I am now working on international markets and I still think NZ has a really good approach to healthcare provision!"

## 1990

**Marian L Hobbs**, Master of Educational Administration, reports that she is back in education. She writes: "Arriving in the UK in 2008, I failed to gain a head teaching position and was hired by Birmingham City Council as a schools adviser. It was fascinating work, largely with schools that were deemed to be below targets set by central government. From Birmingham, I went to Northamptonshire County Council in a similar role. Recently I have been seconded to a secondary school as acting head teacher and I am delighted."

## 1994

**Greg J Reynolds** holds a Master of Business Administration in marketing and international business. He writes: "[My degree] immediately leapfrogged me into senior general management positions for various multinationals over five years. Then I took a leap of faith and set up my own consulting business: first in NZ, then Sydney. Three years ago came the ultimate move (for me) to Asia. Every day doing business here is just so interesting and challenging! Now based in Bangkok, I help companies who want to do business in South East Asia. Our primary focus is on India, Malaysia, Thailand, Hong Kong, Vietnam and Singapore."

## 1995

**Christopher Mills**, Bachelor of Technology in Product Development, He writes: "I won a place at Mobil Oil NZ Ltd, where I implemented

EFTPOS at pump in all service stations, and maintained the company's network of commercial and retail properties and assets across New Zealand. In 1998 I went to London and set up a facilities and property management company, with clients including WSP Engineering Consultants, Ernst & Young UK and London Underground. We split the Tube business into four companies and turned the facilities management department into a 20 million pound profit centre. Since 2004, I've been working across the Middle East, developing urban designs, designing management strategies, aligning contracts and implementing long term post construction asset management solutions to projects including Dubai's Burj Khalifa (the tallest tower in the world). Thanks Massey. Without my degree, none of this would have been half as much fun."

## 1996

**Jolene L Molloy**, Bachelor of Arts (Palmerston North campus) and Advanced Certificate of Journalism (1997) from the former Wellington Polytechnic (now the Wellington campus). She writes: "After a journalism career I became a fundraiser for charity in 2003. It's a career I thoroughly enjoy and it's great to give something back to many worthwhile organisations."

## 1997

**Jacqueline M Thomas-Teague**, Bachelor of Arts and Diploma of Education, at the Palmerston North campus. She writes: "I was active in community work during my study and developed a good network in Palmerston North. I then moved to Wellington and worked at the Department of Internal Affairs in community grants (where my community work came in handy). A job then came up at the Science Centre and Manawatu Museum as volunteer coordinator. In 2000, I started investing in residential property. This sparked a career as a property manager and I launched my own company in 2008. It is doing well and in its first year won the David Awards 'Most Outstanding Fledgling Business'. I joined the Wellington Property Investors' Association where I am currently president. My business and volunteer work allows me to teach and touch the lives of many people, a common thread through my career and my study at Massey University."

**Anthony N Woods**, Bachelor of Technology and Diploma in Business Administration, became involved in

development work after holidaying in North Pakistan. It became apparent to him that many community power systems were operating at a fraction of their potential. This restricted their ability to achieve real growth for the communities they served. Woods realised that a combination of education and technical improvements could solve the problem simply. With help from colleagues, he approached the Ministry of Foreign Affairs and Trade with a plan to start a programme to assist rural community power schemes. A series of projects turned into a successful development and energy business in Asia and the Pacific. He writes: "Much of the developing world is without basic infrastructure and amenities, including reliable electricity service. After successful project work in the field of renewables in the Pacific and South and South East Asia, a new entity, SESA, was formed in Afghanistan to deliver on the need for electricity there. SESA now has a staff of 27, and is 90 percent Afghan. We have a policy of employing women and creating lasting employment. We are proud not to be operating as an NGO, and the process of being forced to stand on our own, without financial support, is in itself an example of the essence of sustainability that we seek to create in our own projects. If our projects are not successful, we will not survive either."

## 1998

**Jeremy R Taylor**, Master of Philosophy (with distinction) in business studies. He writes: "Since leaving both New Zealand and Australia (I became an Aussie citizen) I have pursued my dream of setting up my own company in China, with three other businessmen - all Americans! Our company, Milestone, specialises in improving employee performance, in multinational and Chinese companies. We do this through training and development. I live in Chengdu city and our business continues to grow. We have big plans to grow and market our business in other cities in China's south-west."

## 1999

**Matthew J Comb**, Bachelor of Science (maths information), graduated with a major in maths while building the multinational maths tuition platform for NumberWorks. He writes: "I then went to Italy for two years, where I developed a platform to reconstruct internet traffic in real time, used for tracing underworld crime activity. On my return to NZ, I managed the delivery of a number of high volume



Joseph Churchward, founder of Churchward International Typefaces, is a Samoan-born graphic designer whose typefaces are known worldwide. A notable first was Churchward 69 used by Woolworths, and his hand lettering was used to help create the mastheads for *The Evening Post* and *The Dominion* newspapers. He has close to 600 original typefaces to his credit. Churchward, 78, continues to create new fonts from his Hataitai home. He won the Designers Institute of New Zealand John Britten Award in 2009 and received a Queen's Service Medal in 2010. Churchward attended the Wellington Technical College in 1948 where he gained an Art Distinction Award in Lettering.



Industrial designer Mark Elmore is one of the driving creative minds behind many of Fisher & Paykel's consumer products, one of them being the iconic DishDrawer, which is sold in 27 countries. The DishDrawer's success has brought in millions of dollars to the New Zealand economy, created jobs and, ultimately, allowed Fisher & Paykel to stay in New Zealand, where it is now the sole remaining New Zealand whiteware manufacturer. Elmore was recently awarded the John Britten Black Pin at the Designers Institute of New Zealand Design Awards.



*The Greatest Show* by Sophie Littin won the Shell-sponsored Student Design Award at the 2011 Brancott Estate World of WearableArt Awards and was the runner-up in the Tourism New Zealand Avant Garde section. The wins netted Littin, a third-year fashion design student, prize monies of \$5000 and \$2500 respectively. Unfortunately Littin was unable to be present on the night – she was studying for a semester at the Academy of Art University in San Francisco as part of an AT&T- and WOW-sponsored exchange scholarship programme. Massey fashion design student Katie Collier won \$2500 for being runner-up in the CentrePort Illumination Illusion section for *Exquisite Corpse*. The Student Design Award attracted multiple entries from New Zealand, China, India and the UK.

enterprise solutions in the hi-tech sector, including the international award winning AVL2 platform with Navma Wireless, which had volumes ten times that of Trade Me. In 2004, I started my own company, delivering NZ's first online point of sales solution 'FernPOS' which has a loyal customer base. I have recently built and delivered a Telematics platform and 'Action Engine' for Imarda, as their chief technology officer."

**John R Coxon**, Diploma in Business Studies, says his time at Massey provided a launch pad for returning to the business sector after many years. He writes: "Since then I have established a management consultancy based in Australia, working with management teams in healthcare,

aged care and the nonprofit sector. I have the luxury of spending my time equally working and living in both New Zealand and Australia."

**Joshua J Feast**, Bachelor of Technology (with honours) in product development. He writes: "I spent five years consulting and travelling. Boston was next, for an MIT Sloan Master's in Business Administration on a Fulbright. There, I became fascinated by advances in the use of subtle analytics to understand human psychology, and started a company: [www.cogitocorp.com](http://www.cogitocorp.com), to bring the new techniques to market."

**Anand Venkataraman**, PhD in science, followed his Massey studies with post-doctorate work at Johns

Hopkins University in Baltimore, USA. He writes: "I returned to NZ in 1999 as a lecturer in computer science. In 2000, I decided to go back to the US when SRI International offered me a challenging research role in speech recognition. I left SRI in 2007, working in software engineering in the Bay Area start-up world. In 2008, I helped build a hugely successful start-up called 33Across, as its founding VP Engineering. I started my own company, Infrinity, in 2010. It was bought by GetJar, Inc in 2011, where I am currently VP of Discovery Technologies. I cherish my memories of and miss the days I was sitting in Graham Oddie's Critical Thinking and Philosophy 101 classes in the late '90s."

## 2000

**Danya R Anderson**, Bachelor of Design, went to Colorado on a work abroad programme for ski areas. Danya writes: "Now I snowboard or downhill mountain bike every day and am in my 11th year in the USA, designing graphics for Winter Park Resort and other tourism and recreation companies. I love seeing fresh Kiwis arrive and turn into full-on Yankees!"

**Siaw F Chin**, Bachelor of Business Studies, graduated from Massey Albany campus. Siaw writes: "Since 2001, I've been working in Hong Leong Bank Group, the fourth largest bank in Malaysia, as an assistant operation manager. Apart from work, I'm usually spending my time travelling around the world. I have been to 49 countries."



## 2002

**Steven M Asplin**, Bachelor of Arts, has gone on to be a radio DJ, a newspaper columnist, an importer, a songwriter, a guitar teacher and a musician. He writes: "Massey taught me to open my eyes to different possibilities and in 2012 I will be shifting to Ukraine. I'm unsure exactly what I'll be doing there! [www.steveasplin.com](http://www.steveasplin.com)."

**Ross C Clarke**, completed his Executive Master of Business Administration while working as a container terminal manager for Ports of Auckland. He writes: "In 2005, I moved to Singapore with my wife and two daughters, to take up a position with APM Terminals as general manager operations, Asia region. After 18 months I was promoted to regional COO Asia/Oceania. After three years in Singapore, I transferred to APM Terminal's head office in The Hague in 2008, to take up my current position of head of design and operations for new terminals. APM Terminals is one of the largest operators of container ports and terminals in the world."

**Jonathan B Commons**, Bachelor of Business Studies, later won the Australasian Institute of Banking and Finance Prize in Finance. Jonathan was one of 20 business students whose CVs became more impressive after Albany's annual College of Business ceremony held at the start of graduation week to award 23 business-sponsored prizes. He has gone on to complete an MBA at the Kenan Flagler Business School in corporate finance and product marketing. He now works in North Carolina for GlaxoSmithKline where he leads global marketing for dermatology products. His big adventure is twin five-year-old boys and a seven-year-old. Three under eight!!

**Kristin J Hoskin**, Graduate Diploma in Emergency Management, has spent her career dealing with disaster. She writes: "In the late 1990s I was an active volunteer with civil defence. In 2000 I decided to turn this into a career. In 2001, I decided to study emergency management extramurally at Massey, graduating in 2002. I did not imagine that by the time I graduated emergency management would change so dramatically. The 9/11 attacks prompted the passage of the Civil Defence Emergency Management Act (2002), transforming emergency management in New Zealand. Ten years on, I'm still passionate about emergency management, having

recently had the opportunity to use my knowledge and skills in three Christchurch earthquake responses! My qualifications have also led me on a path to meet people and share knowledge around the world. Today I get to help people and organisations become more resilient to disasters. I do this through my work as a consultant for Kestrel Group. I also get to contribute through my role as Oceania President of the International Association of Emergency Managers (IAEM), and as an international speaker on emergency management. I never imagined how far the Massey programme would take me. Thanks Massey!"

**Andrew H Prescott**, Graduate Diploma in Emergency Management, has worked fulltime for St John Ambulance in a variety of frontline ambulance and managerial positions since 1996. He writes: "I graduated from Massey with my diploma in 2002. I then graduated from Victoria University (Melbourne) with a Certificate in Intensive Care Paramedicine (2003) and a graduate Diploma in Intensive Care Paramedicine (2004). I took a break from study before graduating from Monash University with a Master of Emergency Health (Paramedic) degree in 2011. Working as an intensive care paramedic is my first passion. I am also interested in emergency management and aspire to complete Massey's new Master of Emergency Management degree."

## 2003

**Grace N Mwathe**, Master of Education. She writes: "I did my masters in special education at Massey, changing my life for the better. In Kenya I work with the national curriculum development centre as a chief curriculum developer in field services. This involves visiting schools and learning institutions to establish the status of special education in many areas. Please keep me informed of the happenings in the College of Education, I'm interested in pursuing a PhD there."

**Karl Qin**, Master of Business Administration, was employed as CEO of Haier Australia some two years after graduating from the Massey MBA programme. He writes: "I built my own company manufacturing for the petroleum industry by 2007. I am still managing my company and also a part-time lecturer at Macquarie University, teaching 'Entrepreneurship and New Venture Management.'"



In 2011 Drs Stuart Gordon and Jenny Weston from Massey's Veterinary Teaching Hospital travelled to Mongolia as official race vets for the prestigious 'Mongol Derby'. The derby is a 1000 kilometre international horse race run through central Mongolia. Stuart is pictured here at the derby start camp. He writes: "The local herder families had organised a welcome festival for the foreign riders and officials which included a short horse race in our honour. These boys were actually jockeys in this race. They were friendly and fearless, galloping their horses during the race with no saddles, no shoes and no helmets."



**Andrew K Sharp**, Bachelor of Technology (pictured), quickly moved away from working with food. He writes: "I was drafted into the Toyota NZ graduate programme. After two years with Toyota, I went to work for Fonterra's sports supplements arm, Horleys, as the supply chain manager. During my time at Horleys, a thief broke into and stole my flatmate's car one night, meaning I had to ferry my flatmate, Andrew Radcliffe, around. This, and a few beers one night, prompted us to found Blackhawk Tracking Systems in 2005. After researching anti-theft products on the market, we decided to build our own. I quit my job with Horleys and moved into the Icehouse – NZ's top business incubator. A year with no income was challenging but I successfully raised capital through the ICE Angels to enable the fledgling company to afford to pay salaries and start getting sales. We found the market for which we initially designed the product was not right, so started working with second tier finance companies. Sales started flowing. When the 2008 financial crisis hit, finance companies (our main customers) started falling by the day. Blackhawk was forced to change strategy and target market – to major roading assets and vehicle fleets. In 2009, Blackhawk was sold to one of its customers. After a few months, playing golf and recouping, my wife made it pretty clear that I needed to get out of the house and find myself a job. I went to work at Soanar, an Australian-owned electronics distribution company that was struggling and looking for a spark to turn it around. Within two years, we had doubled revenues, turned a good profit and created a solid team. In my spare time, I worked on a language education system starting with Mandarin, and coordinating volunteers for CanTeen."

**John A Williams** completed an Executive Master of Business Administration while marketing

director for Eli Lilly and Company. He writes: "I went to Fonterra for two years, then joined my current business partner, Kate Rhind, in a start-up business in the health IT sector. We use our IT platform for profiling medical service information for consumers and referring medical professionals. We work with five large DHBs and have over 1000 medical service providers profiled. We are currently rolling out a new emergency planning tool for all GP practices throughout the northern region. It has been a roller-coaster ride with lots of success, and fantastic opportunities ahead."

## 2004

**Suraya H Dewing** graduated with a Postgraduate Diploma in Business and Administration. Suraya writes: "I'm setting up a global e-publishing venture called The Story Mint. I have a test site and we are preparing the site for launch. We work with writers (from more than eight countries) to develop skills and arrange for them to get feedback from readers before we publish their novels. The best sellers will be printed in hard copy and distributed through independent booksellers."



**Aruna Shekar**, PhD in science (pictured), is a senior lecturer in product development at Massey's School of Engineering and Advanced Technology. She has taught there for nearly 16 years, and has coordinated the final-year product development projects with industry. She is a foundation board member of the Product Development & Management Association in New Zealand ([www.pdma-nz.org](http://www.pdma-nz.org)). Shekar is part of the Innovationz group, a team of researchers funded by the NZ Government to support local manufacturers enhance product development practices. She writes: "Product innovation is about translating ideas into reality, and having a system, tools and best practices to do it effectively. Massey is a pioneer in teaching product development (as an engineering degree at the undergraduate and postgraduate levels). The difference between product development by accident and by a system is like the difference between lightning and a lamp. Both give illumination, but one is dangerous and unreliable, while the other is relatively well directed and more efficient."

**Pei Wu**, Bachelor of Business Studies. Wu writes: "I moved to Australia and received my Master's in Human Resources Management at Griffith University. I went back to Massey to attend my cousin's graduation ceremony at the end of 2005 and that was so cool! I am now working as an HR generalist in Microsoft China. I have been to Australia, France, Italy, Switzerland, US, and Indonesia since my graduation. I've always been thinking of going back to Palmerston North and visiting Massey again, where I have such great memories."

## 2005

**Bo Huang**, Bachelor of Business Studies in marketing and communication, has returned to his hometown of Shanghai and works in marketing. He still has a passion for marketing because Massey taught him how to be creative. One day he's going back to a campus to visit or be a student again.

## 2006

**Rebecca Culver** was an inaugural graduate of the Bachelor of Communication degree. She writes: "I've tried things like training and education. However, I've found myself back in Palmerston North where I have set up an organisation called Just Zilch, Palmerston North's Free Store. We take surplus food and clothes and give them away to anyone in need. In the nine months we have been open, we have had 11,500 people through our store which is open 1.5 hours a day. We have given out over 43,000 grocery items. It's making a huge difference in the community and reducing waste at the same time."

**Hendro P Wongsohardjo**, Bachelor of Accountancy. He writes: "For the last five years I have worked as an accountant with Asplundh in Auckland. Massey helped me to survive better."

## 2007

**Amy L Burrell** holds a Bachelor of Visual Communication Design with honours, majoring in illustration. (example pictured) The course allowed her to develop professional skills that she now uses to make a living. Amy has been working in the design industry for the past six years. A graphic designer and illustrator in Melbourne and Wellington, Amy has illustrated nine children's books for three-to-eight-year-olds. Her style is a mix of hand drawings and vector

line art created in Adobe Illustrator. Amy has also been developing a new painterly version of this style in Adobe Photoshop. To learn how to write a children's book, follow Amy's blog: <http://childrensbookcreation.blogspot.com>. To view some of Burrell's illustration work, visit her website [www.amyburrell.com](http://www.amyburrell.com).



**Tim-Hinnerk Heuer**, Bachelor of Science majoring in information systems and computer science. He writes: "I've been very fortunate with jobs at companies like Unlimited Realities, the winner of the 2010 award for most innovative company in New Zealand and now Landcare Research, which is situated in Palmerston North. Here I get to work on environmental projects."

**Janelle R Kirkland**, graduate Diploma in Journalism Studies. She writes: "I have worked around New Zealand as a journalist, and in public relations. I moved to Australia two years ago and started my own content writing business. My company specialises in writing information for the web, marketing and media advising, bids and tender writing and some PR work."

**Scott D Larsen**, Bachelor of Business Studies. He writes: "Through the seven long years it took to complete my BBS at Massey via correspondence, I kept the focus on my passion, triathlon. I spent many seasons out of NZ, racing in various triathlon events and teams. My passion for triathlon then continued to flow through to my first role as national youth development manager at Triathlon New Zealand, where, in conjunction with Weet-Bix, I was able to establish successful youth triathlon pathways and schools programmes to promote and grow the sport locally. I headed to Singapore to establish a sports science and testing lab. During our two years establishing Racers' Toolbox, we had an amazing time. As well as assisting many individuals to their performance potential, we created the largest youth 'Tryathlon'



event in South East Asia as the MOE Milo Youth Tryathlon and developed a highly successful corporate health programme, But I felt a deeper calling, for the planet. In 2009 Le Bono Collection was formed [www.lebonocollection.com](http://www.lebonocollection.com). Our business is the import/export of luxury, sustainable goods in Singapore and through SE Asia. We have been fortunate to work with amazing brands. They are now found in department stores, hotels, salons, spas and retail outlets through the region. We are positive for the future as more individuals become aware of the environmental impacts of their choices. In 2012, we plan to extend our offering to corporates."



**Darryl J Parrant**, Master of Management (with distinction) (pictured). He writes: "With two undergraduate degrees from Otago, I decided to complete postgraduate studies while still working full time. So I went to Massey. Since graduating from there after completing a masters in management in 2006, I have changed careers and jobs and taken on new challenges. I completed my masters via distance with some ongoing residential courses which I enjoyed immensely. This allowed me to continue my academic role at the Christchurch College of Education. I was senior lecturer there when we merged with Canterbury University. Completing my masters allowed me to retain that role. However, I decided to move on and won the role to lead the NZ School of Travel and Tourism. I started my own education and management consultancy and developed a national framework for Water Safety NZ among other projects. Next came a national manager role in training, then leading human resources at Landcorp Farming. I have now moved to Singapore to start my own company, Align HR, with a local partner. I enjoy my Massey connection and hope it continues in Asia."

**Zhou Zhang**, Bachelor of Business Studies. He writes: "I worked for the NZ government until I moved to China in early 2010. I have since worked with UCCA, one of China's most prestigious privately-owned art centres, in Beijing. Every day is a challenge! I am lucky to be part of, and able to witness, the creative art scene in the booming Chinese market. I work for commercial events including fashion shows, exhibitions, concerts, seminars and product launches. I operate as the bridge between Chinese and western companies, linking the two sides. I am going back to Massey to finish my master's degree and hope I can use this period to refresh myself and bring my experience/skills to other organizations/companies interested in going into the Chinese market."

## 2010

**Jane K Hyder**, Certificate in Tertiary Tutoring and Graduate Diploma in Fine Arts. Jane has set up her art studio in the creative Cuba Street area of central Wellington. She held a solo exhibition at the Colonial Cottage Museum, a place she established with others in the 1970s. Jane works at Toi Poneke, Wellington City Council's art studios, making woodcut prints. She also makes time to home stay university students from overseas and manage her family rental property. She is currently working on a solo

exhibition for a museum in the central North Island...all in all it's a good life.

**Rupinder Singh Virk**, Graduate Diploma in Business Studies (employment relations). He writes: "I completed the diploma while working full time which was a mission. I have two young kids, eight and five, and definitely wouldn't have been able to achieve that without my wife's encouragement and support. After a long haul of study, I went to India for holidays which were great fun and relaxing. It was our 10th wedding anniversary last year and we went to Queenstown for three days and had great fun skydiving and riding the gondola. I am still with Alto as a QSE (Quality, Safety and Environment) manager, a firm which supported me throughout the study and we have bettered the systems within the company and achieved some great landmarks. Alto posted 1000 days without an LTI (Lost Time Injury) and also became the second company in NZ to get integrated Telarc certification. I feel great and may start my MBA in the next year or so."

## 2011

**Lachlan J Hughes**, Bachelor of Science. He writes: "I graduated from Massey in May 2011. The day after my final exam in November 2010 I was bound for Hong Kong and many uncertainties. Soon after arrival I was interviewed by Euromoney, a UK

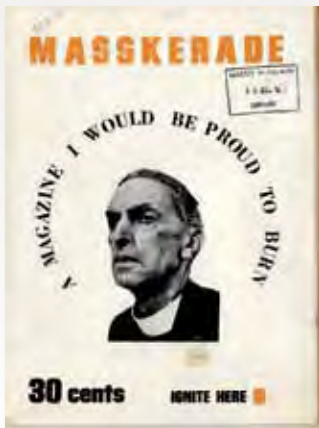
publishing company and was offered my current role as conference manager. I produce financial conferences aimed at a range of senior people, from government ministers to CEO's of Fortune 500 companies to global heads from some of the world's largest banks. This role has already taken me to Jakarta, Ho Chi Minh City, Hanoi, and Singapore. I am looking at further trips to Berlin and Thailand. With the Massey ethos instilled within me, I balance this fast paced role with the social and sporting activities Hong Kong offers. I play for the Typhoons rugby club and in charity tournaments in Thailand and Cambodia."

**Angela H Wilcock**, Bachelor of Business Studies. She writes: "Finishing my degree while working full time, through having babies and part time work, took a 'little' bit longer than usual. It was a hard slog, but worth it. Now my children are older, I have started up my own business, Professional Business Office Services. Being able to help SMEs out with their accounting, payroll and administration functions is very rewarding and I can offer them advice from knowledge I have gained through study and experience. Working either from home or at clients' premises has been ideal for fitting around kids' sports and 'extramural' activities. Completing my degree gave me the confidence to run my own business and I would advise anyone who has a change of heart 'don't give up' you will get there."



Inspired by wildlife photographs in London's Natural History Museum, Richard Wood decided to go for a Bachelor of Design degree, with an emphasis on photography. After graduating in 2004, Richard went to work within several Hawke's Bay-based design agencies. He then opened his own photo studio in Napier, and quickly began to win awards.

In 2011 he took out the NZIPP Professional Photographer of the Year Award and gained second place in the International Colour Awards (Master's Cup) in portrait.



In the view of the Tribunal the dominant impression conveyed by *Masskerade* 69 is one of barely relieved vulgarity. In word and picture its content is coarse in conception and crude in expression. Its frequent resort to the subject of sex as a prop for its humour, the tasteless attacks on religious forms and attitudes, and a series of jokes involving disease, bestiality and racial prejudice undoubtedly offends against the normal standards of propriety and good taste.

The Indecent Publications Tribunal's view of an earlier, more notorious issue of *Masskerade*.

## B A g H u m

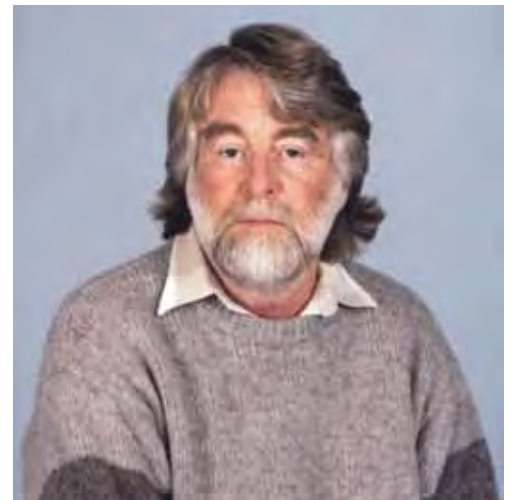
william broughton's ideas about multidisciplinary study were plainly ahead of his time. he talks to john muirhead, currently head of the school of english and media studies, about a modest proposal he made back in 1971 in the pages of the capping magazine *masskerade* for a course called *literate agriculture iii*.

Literate Agriculture III was indeed my work. Tom Scott approached me in a general way: "Have you got something in your bottom drawer that would be sure to bring Massey into disrepute, annoy the Vice-Chancellor and upset the Prime Minister (one Robert Muldoon)? I need it within a week". I was faced with the hard choice of marking another extramural essay or writing something whimsical for *Masskerade*. I got to work, ignoring the letters from indignant students requiring me to apologise for my dilatory ways.

The *Masskerade* piece appeared in the *Listener*, without my prior consent, about six years later. On a Monday or a Tuesday I picked up my copy of the *Listener* at the local dairy, as was my custom, and took it to my room at Massey where I did what I normally did: turned to Tom Scott's column first of all, an experience shared with the entire literate population of New Zealand at the time. Tom was the most bankable writer in New Zealand, and I don't think anyone's matched him since. Hello, I thought, I've read this before, and I realised I knew precisely where it had come from. At the end of the column, Tom acknowledged Dr William Broughton, Lecturer in English at Massey University.

I thought there's nothing I can do about this before morning tea. I had a vacation course on then, on Shakespeare or New Zealand literature. After morning tea I went into the lecture room

and said to the assembled multitude, if you want to know what's in the examination for this year, you'll find it printed in today's *Listener*. I paused; there was a deathly silence in the room. I didn't want to think about what I'd just said. Right, I said, let's just pick up from what we were talking about yesterday, about the writer John Mulgan...



Now retired, Dr William Broughton was an academic staff member in the Department of English (later the School of English and Media Studies) from 1963 to 2004, specialising in the literature of New Zealand. From this year the School will offer annually the William Broughton Bursary in New Zealand Literary Studies.



The recent strident call by Hon. Piggy Muldoomsday for greater economies within the New Zealand Universities has not gone unheeded. So much could be done at Massey by combining staff and students from the impractical, ivory-tower, head-in-the-clouds departments like, say, English with those from the useful, community-serving, forward-looking sciences like Animal Health, Farm Management, Dairy Husbandry, Agricultural Economics, Soil Sciences, Poultry Research, and so on. The result, we have no doubt, would be a truly educated rustic, one of nature's gentlemen (or as many of them as the Hon. Minister can get on the cheap) a graduate who combines the knowledge gleaned (agricultural metaphor!) from both Humanities and Bestialities; a graduate whom (if we may mix metaphors from the disciplines of Food Technology and Soil Science) we might describe as "the Salt of the Earth".

Such a man, we think, graduate as B. Ag. Hum. (Massey) after passing a final degree paper such as the following:—

### LITERATE AGRICULTURE III

Time allowed: Three hours. Answer any FIVE (5) questions

1. "The lowing herd winds slowly o'er the lea".

Outline, with reasons, your design for an appropriate herring-bone shed to accommodate this situation.

- (2) "Yet I do fear thy nature.  
It is too full o' the milk of human kindness".

EITHER: Discuss the effects of excessive anthropomorphoid trace elements in the general lactation patterns of 9th Century Scotland

OR: Would this problem have been solved by a different pasturing or afforestation programme in the region; say, moving Burnham Wood to Dunsinane?

- (3) "When Zephyrus eek with his swete breeth  
Inspired hath in every holt and heeth  
The tendre croppes . . ."

Would you prefer macrocarpa or pinus insignis as a shelter-belt against the prevailing westerlies during the first stages of crop germination?

- (4) "Once my strength was an avalanche —  
Now it follows the fold of the hill —  
And my love was a flowering branch —  
Now withered and still."

How would you combat the erosion and blight problems described here?

- (5) "There is a willow grows askant the brook".

Do you consider the willow to be the friend or foe of the water conservationist?

- (6) "Hail to thee, blithe spirit;  
Bird thou never wert."

Assess from the internal evidence of this statement whether the bird referred to was not a Black Orphington or not a White Leghorn.

- (7) "Sometime too hot the eye of Heaven shines,  
And often is his gold complexion dimm'd."

Design a glasshouse to combat the climatic fluctuations described in this statement. (Drawing paper may be obtained from the examination supervisor).

- (8) "... we therefore commit his body to the ground, earth to earth, ashes to ashes, dust to dust . . ."

Does this seem to you the most efficient way of dealing with stock carcasses after culling? What benefits would be gained by the installation of a farm incinerator of adequate capacity?



# THE **NEW** NEW ZEALAND IS THERE WHEN DISASTER STRIKES

**SARB JOHAL**

ASSOCIATE PROFESSOR  
IN PSYCHOLOGY

JOINT CENTRE FOR  
DISASTER RESEARCH  
MASSEY UNIVERSITY



Helping people  
rebuild their  
lives after  
disaster strikes.

Sarb and his colleagues at the Joint Centre for Disaster Research at Massey University are helping the world get smarter at reducing the impacts on people, socially and psychologically, of disasters.

They gave practical advice to the teams involved in the Canterbury earthquakes and are working internationally to help those who help others to help them better.

At Massey University you don't just get a degree – you come out with the practical skills to create a better future for New Zealand, and the world.

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